

62

Guadalupe
California

**WALLER
FLOWERSEED
COMPANY
1959**



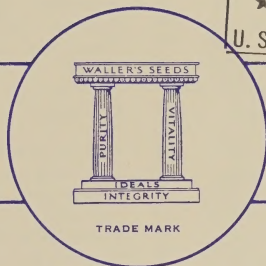
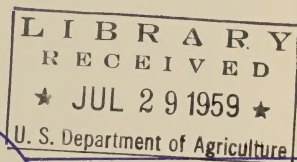
**FEATURING
CALIFORNIA PRODUCTION
EXCLUSIVELY**

WALLER FLOWERSEED COMPANY
WHOLESALE GROWERS AND BREEDERS
GUADALUPE, CALIFORNIA

L. D. WALLER SEED CO. 1912-1924

WALLER-FRANKLIN SEED CO. 1924-1953

1959



WHOLESALE CONTRACT
AND
DESCRIPTIVE TRADE LIST

MAIN OFFICE, TRIAL AND BREEDING GROUNDS
FOURTH & OBISPO ST., GUADALUPE, CALIFORNIA
NINE MILES WEST OF SANTA MARIA

PRINCIPAL GROWING STATIONS
SANTA MARIA VALLEY, ARROYO GRANDE, LOS ALAMOS

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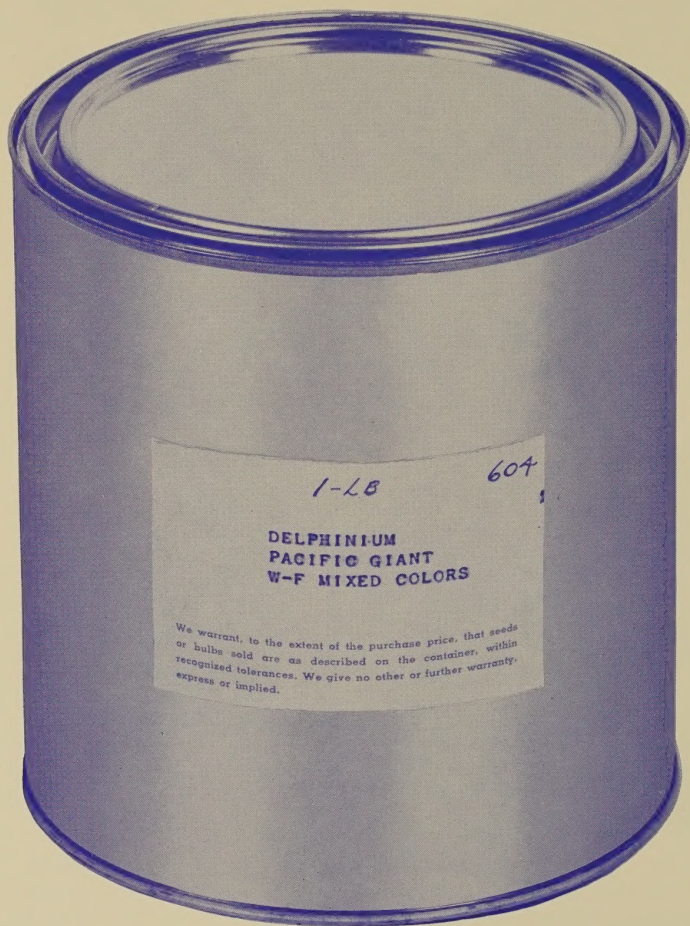
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WE GROW THE WORLD'S FINEST DOUBLE STOCKS

WALLER FLOWERSEED COMPANY



Flower Fresh

WHOLESALE GROWERS AND BREEDERS

FLOWER FRESH CANS

Introducing our **Flower Fresh** canning process. At your option, we will deliver part or all of your flower seed contracts or spot orders for Delphinium, Petunias, Pansies and Violas in pressure lid cans, seed dried to proper moisture content.

Quantities will be put up in sizes most appropriate rather than standard lots.

Sizes cover any quantity up to 25 lbs. Orders for larger quantities than this will be put up in multiples of this size.

Our charge for **Flower Fresh** canned seed is 10% of the unit selling price. This includes cost of can and shrinkage. Shrinkage, of course, is made up in great part by increased numbers of seed per pound.

Triple pressure lid cans as used by us under careful supervision and handling allow inspection, sampling, and removal of part quantities without damage to the moisture content of the seed. Pressure lids may in practice be removed a number of times and replaced securely without materially raising the moisture content of the seed. We emphasize that this must be carefully done, lids replaced immediately and securely.

Flower Fresh processed seed does not guarantee higher germination than experienced in a normal crop, but does insure longer vitality for this seed crop. This inhibits inventory loss in storage or in transit. Tin cans are tear proof, insect proof, and rodent proof. Tin cans are naturally fire resistant and water proof.

Flower Fresh canned seeds represent a quality program made possible by years of research. It is a gentle process that does not risk injury to seed, and is not based upon a heat-drying factor. Rather it is simply an extension of nature's own drying processes under ideal scientifically controlled conditions.



"Toyland" with Trysomic 7-Week Stock

TOYLAND

F2 HYBRID VIOLA

An F2 Hybrid Viola Mixture produced by the same method so successful in producing our famous hybrid Pansies.

Huge full round and rich two-inch blooms, gracefully waved, and borne profusely with typical hybrid vigor on sturdy compact plants.

Pure colors and combinations of mahogany red, gold, apricot, blue, purple, violet black and white.

Bred from our well-known large flowered strains, and combined with the finest of Scottish Exhibition types. Hybrid vigor gives this combination outstanding appeal.

Price per oz. \$6.25 ; per lb. \$62.50



WEE WILLIE®



WEE WILLIE is used here with Tetra Ageratum BLUE MINK

New, and delightfully different, WEE WILLIE Sweet William is our premier introduction.

WEE WILLIE is a distinctly new strain of annual Sweet William that is ultra dwarf and compact in habit, making it ideally suited for use as an edging plant.

The single flowers are about $\frac{3}{4}$ inch in diameter, and are borne in clusters of four to six flowers. These are self, zoned and edged flowers in gay combinations of crimson, ruby, deep rose and pink and white.

The first flowers are produced at an extremely early stage, when the plants are about two inches in height. Peak bloom is approximately seven to eight weeks after planting. Plant habit is compact, usually about four to six inches in height, and four inches across (dependent of course on culture).

A welcome variation from the usual blue, violet and white edging plants. Widespread trials have indicated the adaptability of WEE WILLIE to most climatic conditions. However, early planting is recommended.

CARROUSEL



F2 SNAPDRAGON CARROUSEL

Like a merry-go-round on a color wheel! All colors represented in Snapdragons are represented in this outstanding mixture, offering the vigor and uniformity of hybrid plants, at reasonable cost.

Grown from F1 plants, this new mixture offers a wide color range and exceptional hybrid vigor for superior garden performance.

Plants are early, fast growing, uniform in height at about thirty inches, with flowers evenly spaced on long stems.

This is a mixture which will delight the home gardener, and which bedding plant growers can offer with complete confidence. The many plus qualities of CARROUSEL Snapdragon are unrivalled by any other strain.

COLOR CARNIVAL



F2 PANSY, COLOR CARNIVAL

As specialists in American grown Pansy, we are most proud of the reception accorded this fine hybrid strain.

For two years bedding plant growers have witnessed the performance of this revolutionary new American Pansy. Not only is the germination of the highest standard of California grown Pansy seed, but the quality has proven in many instances to be finer than that obtainable in the best European specialty strains of Swiss type Pansy. A magnificent color range of heavy texture on husky plants is produced by Color Carnival. Flower size is among the largest, if not greater in many instances. A thoroughly satisfying strain from the standpoint of all who have viewed it, used it in the garden, grown it for bedding plant sales.

MASQUERADE



F2 PANSY, MASQUERADE

The same breeding techniques which have made Color Carnival Pansy so immensely popular, have been applied to our own special strain derived from the famous Oregon Jumbo type. This new production method has resulted in beautiful flat blooms of huge size. Striped and shaded blooms are varicolored in the typical Jumbo manner, in combinations of rust, yellow, blue, violet, pinkish mauve and lavender. Color patterns of the flowers include bi-colored, shaded, blotched and edged types.

Plant habit is vigorous yet reasonably compact, not often exceeding six inches in height. MASQUERADE is earlier than the Swiss types, and by comparison, is up to fourteen days earlier flowering than Color Carnival.

This new Pansy should be offered where there is a demand for an early mixture of brighter and lighter colors, together with largest flower size.

WALLER FLOWERSEED COMPANY

WE ARE SPECIALISTS—in production of quality flower seeds. We spare no effort to produce the finest strains, the purest seed deliveries, and stand firmly behind each item. It has been our endeavor throughout these years to charge fair prices for this merchandise. Year-in and year-out the small additional cost for high quality production will repay you in increased sales and repeat business based upon customer satisfaction.

W-F W-F ORIGINATIONS ARE INDICATED BY THIS INSIGNIA

JOBBER'S SUPPLEMENT—an innovation in our catalog based upon the fact that we prefer to breed, produce and sell all the seeds which we deliver as California crop. Prior to this catalog, it has been a general custom of the California grower to list items they purchase elsewhere in the main body of their catalog. For ten years we have built our trade on our own production items, and now feel that we can make this long awaited break with tradition.

We shall continue to handle items purchased elsewhere, but are listing them in the last section of our catalog. We maintain stocks of them only for spot delivery. We will not accept contracts on items we do not produce. For further details, we refer you to page 82.

PROMOTION—we distribute all pertinent information to the leading garden magazines, leading newspaper garden departments and such other publications as are considered worthy agencies.

We are in constant contact with packet manufacturers and underwrite production of lithographed packets of the finest new items of our development.

PHOTOGRAPHS—in black and white are available of all items in our listing at a nominal charge of \$2.00 each. These are suitable for the production of half-tones.

COLOR TRANSPARENCIES—are available on many items in our listing of high quality suitable for production of four-color catalog plates.

Terms—sixty day rental fee \$10.00, \$2.00 each additional month, purchase price 4 x 5 size \$12.50, 5 x 7 size \$15.00.

TRIAL SAMPLES—all items in our listing are available for trial purposes as we are glad to enter competitive comparison trials of our items with those of other sources.

WHOLESALE GROWERS AND BREEDERS

TERMS—these prices effective on all sales immediately, minimum charge per item 50c. Three ounces or under at ounce rate, four ounces or over at pound rates.

All seeds are quoted f.o.b. Guadalupe, California, 60 days acceptance net, less 1% cash thirty days. Invoices payable in U. S. dollars. All overdue accounts subject to sight draft without further notice. Bags and containers will be charged at cost and are not returnable.

PAYMENT—by overseas customers should be directed through the Bank of America, Santa Maria, California branch.

We reserve the right to change prices in this list at any time.

For every contract order that we shall accept, we have sufficient land planted to produce the desired quantity of seed under normal conditions.

Should the outcome of the crop be lower than our estimation, orders will be filled pro rata only. Crop failure or any other cause beyond our control releases us entirely from delivery.

We warrant, to the extent of the purchase price, that Seeds or Bulbs sold are as described on the container, within recognized tolerances. We give no other or further warranty, expressed or implied.

COMPLAINTS on outward appearance and on the weight of the seed must be lodged within one week of delivery; those on germination within one month; those on the trueness of the strain by the end of the first normal blooming season of the item.

ORDERS—clear instructions are appreciated, otherwise we shall ship via the cheapest and most direct route.

SPOT ORDERS—will be handled and shipped the same day as received.

INSURANCE—will be covered by us and charged at cost, unless otherwise instructed. Our policies have excellent coverage including all risks. Please advise us if shipments arrive in damaged condition or are apparently lost in transit.

**WE ARE WHOLESALE GROWERS AND SERVE ONLY
THE SEED TRADE.**

**CABLE ADDRESS "WALLER, GUADALUPE"
Telephone 2371**

WALLER FLOWERSEED COMPANY



Blue Mink Ageratum

ABRONIA

Sand Verbena—Annual—2,300 seeds per oz.

| | Price per oz. | per lb. |
|---|---------------|---------|
| Umbellata Grandiflora. Pink trailing..... | \$0.95 | \$ 7.50 |

AGERATUM

Floss Flower—Annual—225,000 seeds per oz.

| | | |
|---|------|-------|
| W-F Blue Ball Improved. Compact plants, 4 to 5 in..... | 3.00 | 30.00 |
| Blue Bedder, compact, 5 in..... | 3.00 | 30.00 |

BLUE MINK

The new tetraploid Ageratum bearing giant trusses of fluffy powder blue flowers on strong husky plants. 5 to 6 inches tall, upright and compact. This is an ideal subject for edging or border use in the home garden. Produces huskier plants for fast sale in pots or flats.

Price per oz. \$2.50; per lb. \$25.00

| | | |
|--|------|-------|
| W-F Blue Perfection. Light azure blue, 10 inches tall..... | 1.25 | 12.50 |
| W-F Fairy Pink. Soft salmon rose-pink..... | 3.00 | 30.00 |
| W-F Midget Blue. Very low and compact, 3 to 4 in. S.M., A.A.S. '39..... | 3.00 | 30.00 |

WHOLESALE GROWERS AND BREEDERS

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

ALYSSUM

Madwort—Sweet Alyssum—60,000 seeds per oz.

There is a great deal of difference between ordinary and the well-selected strains of Alyssum backed by many years of trial ground selection work. If you serve a critical trade your customers will be pleased with these extra-selected strains.

ANNUAL

| | | |
|--|--------|---------|
| Carpet of Snow (Snowcloth), the most popular of white Alyssums and a W-F specialty for over forty years. The plants are flat and compact. Maximum height 2½ inches..... | \$0.85 | \$ 7.00 |
| Little Gem. Pure white, dwarf compact habit, height 6 inches. Almost perfection in uniformity..... | .85 | 7.00 |
| Royal Carpet , A.A.S. '52. 1½ inches tall. Medium violet..... | 1.40 | 14.00 |
| Violet Queen. 6 inches..... | 1.00 | 10.00 |
| W-F Violet Queen Improved , deep selection, a specialty of our house, exceedingly deep bright color, very compact, height 4 inches, for the critical trade..... | 2.50 | 25.00 |

PERENNIAL

| | | |
|---|------|-------|
| Rock Garden Perennial Rare Species Mixed | 2.00 | 20.00 |
| Saxatile Compactum (Gold Dust). Golden yellow. Our plants are constantly selected for bright color and compact plants..... | .60 | 5.00 |
| Saxatile Compactum (Silver Queen) sulphur yellow, 1 ft..... | 1.50 | 15.00 |

ANAGALLIS

Pimpernel—Annual—42,000 seeds per oz.

| | | |
|--|-----|------|
| Mixed colors , 9 in. (Grandiflora)..... | .50 | 4.00 |
|--|-----|------|

ANCHUSA

Alkanet—Sea Bugloss—1,200 seeds per oz.

ANNUAL

| | | |
|---|-----|------|
| Capensis (Blue Bird) , compact, indigo blue, 2 ft..... | .50 | 4.00 |
|---|-----|------|

PERENNIAL

| | | |
|---|-----|------|
| Italica Opal , (Dropmore) (Lissadell), light blue, 6 ft..... | .60 | 5.00 |
|---|-----|------|

WALLER FLOWERSEED COMPANY

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

ANTIRRHINUM

Snapdragon—Annual—220,000 seeds per oz.

We have reclassified our listing of Antirrhinums. The objective has been to simplify and pass along to you benefits of our extensive breeding work of recent years.

F2 HYBRID

Carrousel, 2½ ft., an outstanding new mixture grown from selected F1 planting stock. As delightful in colors as a merry-go-round on a color wheel! Hybrid vigor and uniformity for superior garden performance, early blooming.

Price \$1.50 per oz., \$15.00 per lb.

TALL RUST RESISTANT, 2½ ft. (Majus—Maximum)

| | | | |
|------------|--|--------|---------|
| W-F | Alaska (Shasta), best pure white..... | \$1.75 | \$17.50 |
| W-F | Apple Blossom , rosy pink, white tube..... | 1.75 | 17.50 |
| W-F | Brilliant Rose (Pinkie), true rose pink..... | 1.75 | 17.50 |
| W-F | Campfire (Indian Summer) (Scarlet) (Defiance), luminous scarlet | 1.75 | 17.50 |
| W-F | Cherry Rose , deep brilliant cherry rose..... | 1.75 | 17.50 |
| W-F | Copper Queen , bronzy copper..... | 1.75 | 17.50 |
| W-F | Orange Shades (Autumn Glow Shades), brilliant tones of orange | 1.75 | 17.50 |
| W-F | Padre (Crimson), deep glossy crimson, dark stems and leaves.. | 1.75 | 17.50 |
| W-F | Paradise Rose (Loveliness) (Pink Sensation), light pink..... | 1.75 | 17.50 |
| W-F | Rosalie , bright deep rose, B.M., A.A.S. '40..... | 1.75 | 17.50 |
| W-F | Yellow Giant (Canary Bird) (Yellow Jacket), deep canary yellow | 1.75 | 17.50 |
| W-F | W-F Formula Blend , best of the above varieties blended in proper proportion to give the widest range of pleasing colors | 1.75 | 17.50 |
| W-F | Choice Mixed Colors , varieties listed above, superior to and should be used for University of California Mixture..... | 1.00 | 10.00 |

WHOLESALE GROWERS AND BREEDERS

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

SUPER MAJESTIC OR MEDIUM TALL RUST RESISTANT, 20 in.

A medium tall class of base-branching plants with heavy compact spikes of large blooms. Excellent for both garden and cut flowers.

| | | |
|--------------------------|--------|---------|
| Superb Mixed Colors..... | \$2.00 | \$20.00 |
|--------------------------|--------|---------|

NANUM GRANDIFLORUM OR HALF-DWARF, 16 in.

| | | |
|--------------------------|------|-------|
| Choice Mixed Colors..... | 1.50 | 15.00 |
|--------------------------|------|-------|

TOM THUMB, 8 in.

| | | |
|--------------------------|------|-------|
| Choice Mixed Colors..... | 1.50 | 15.00 |
|--------------------------|------|-------|

MINIATURE OR ROCK HYBRIDS, 6 in.

| | | |
|-------------------------------------|------|-------|
| Magic Carpet, rich soft colors..... | 1.50 | 15.00 |
|-------------------------------------|------|-------|

TETRAPLOID, 2 ft.

| | | |
|--------------------------------|------|-------|
| Crimson, velvety crimson | 4.00 | 40.00 |
|--------------------------------|------|-------|

| | | |
|-------------------|------|-------|
| Dark Orange | 4.00 | 40.00 |
|-------------------|------|-------|

| | | |
|-----------------|------|-------|
| Dark Rose | 4.00 | 40.00 |
|-----------------|------|-------|

| | | |
|------------------------------|------|-------|
| Light Pink (white tube)..... | 4.00 | 40.00 |
|------------------------------|------|-------|

| | | |
|--------------|------|-------|
| Orchid | 4.00 | 40.00 |
|--------------|------|-------|

| | | |
|---------------------------|------|-------|
| Pink and Rose Shades..... | 4.00 | 40.00 |
|---------------------------|------|-------|

| | | |
|---|------|-------|
| Sunset Shades (Talisman Hybrids), blend of bronze, gold, pink, primrose, scarlet and orange..... | 4.00 | 40.00 |
|---|------|-------|

| | | |
|-------------|------|-------|
| White | 4.00 | 40.00 |
|-------------|------|-------|

| | | |
|----------------------------|------|-------|
| Yellow (Candlelight) | 4.00 | 40.00 |
|----------------------------|------|-------|

| | | |
|--------------------------|------|-------|
| Choice Mixed Colors..... | 1.25 | 12.50 |
|--------------------------|------|-------|

WALLER FLOWERSEED COMPANY

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

AQUILEGIA

Columbine—Perennial—17,500 seeds per oz.

For many years we have been leaders in the production and breeding of high quality Aquilegia. Brand new strains are in the process of production, and we are pleased to introduce here a new strain of Chrysantha, a new Rose Pink Shades, a new Snow Queen, and a new W-F Hybrids Mixed Colors, all incorporating the best features of McKana Giants.

These strains feature earliness, high uniformity of growth and bloom size which is vastly increased over previous strains. Vigorous growers of hybrid nature with long spurs, and an especially wide uniform color range in the W-F Hybrids.

| | | | |
|------------|--|--------|---------|
| W-F | Blue Shades , huge perfect flowers on plants 3 ft. high..... | \$4.50 | \$45.00 |
| W-F | Chrysantha , huge golden yellow blooms make this new strain a standout | 4.50 | 45.00 |
| | Copper Queen , copper red and straw, 3 ft..... | 4.50 | 45.00 |
| | Crimson Star , dwarf strain, 1½ ft..... | 4.50 | 45.00 |
| | Orange and Scarlet Shades , 3 ft. H.C.R.H.S. '53..... | 4.50 | 45.00 |
| W-F | Rose Pink Shades , huge blooms on 3 ft. tall bushy plants make this an outstandingly fine new strain..... | 4.50 | 45.00 |
| W-F | Snow Queen , huge snowy white blooms on 3 ft. uniform plants make this strain superior to that which won an award of merit for us in the Royal Horticultural Society trials 1953..... | 4.50 | 45.00 |

W-F HYBRIDS MIXED COLORS

This long time specialty of our firm has now been greatly improved in regard to uniformity, flower size, color range, and is superior to any strain of which we have knowledge. 3 ft. tall plants of F2 generation and segregating hybrids in proper color balance make this an outstanding item.

Price per oz. \$3.50, per lb. \$35.00

| | | |
|--|------|-------|
| McKana Giants , Mixed Colors, B.M., A.A.S. '55..... | 5.00 | 50.00 |
| Mrs. Scott Elliott's Strain Mixed Colors, 3 ft..... | 3.00 | 30.00 |

ARCTOTIS

Large Flowered Hybrids, interesting bright and gay colors feature this new selection, slightly dwarfed, with large flowers in many varied color combinations. 18 in. tall, annual, 9,000 seeds per oz. 3.00 30.00

WHOLESALE GROWERS AND BREEDERS



Hybrid Aquilegia are the finest.

WALLER FLOWERSEED COMPANY

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

ARMERIA

Giant Thrift—Sea Pink—Perennial—12,000 seeds per oz.

| | | |
|---|--------|---------|
| Giant Rose Pink, (Formosa Hybrida)..... | \$5.00 | \$50.00 |
| Large Flowered Hybrids, (Formosa)..... | 1.00 | 10.00 |



Strong germinating California grown Aster seed

ASTERS

Annual—12,000 seeds per oz.

GIANT CREGO IMPROVED, Wilt Resistant, 2½ ft.

| | | |
|--------------------------------------|------|-------|
| Azure, light blue..... | 1.20 | 12.00 |
| Blue Flame (Dark Blue) (Purple)..... | 1.20 | 12.00 |
| Crimson | 1.20 | 12.00 |
| Deep Rose | 1.20 | 12.00 |
| Shell Pink | 1.20 | 12.00 |
| White | 1.20 | 12.00 |
| Choice Mixed Colors..... | 1.00 | 10.00 |

LATE BRANCHING, Wilt Resistant, 2½ ft.

| | | |
|--------------------------|------|-------|
| Choice Mixed Colors..... | 1.00 | 10.00 |
|--------------------------|------|-------|

WHOLESALE GROWERS AND BREEDERS



Dianthus Single Gaiety

BELL OF IRELAND

Moluccella Laevis—Annual—2 ft.—3,000 seeds per oz.

| | |
|---------|---------|
| Price | Price |
| per oz. | per lb. |

Green, bell shaped flowers on sturdy stems. Exceptional keeping quality as cut flower. Of novel interest for the garden. For best germination should be sown when soil has warmed well in Spring

| | |
|--------|---------|
| \$0.70 | \$ 5.50 |
|--------|---------|

BRACHYCOME

Swan River Daisy—Annual—1 ft.—150,000 seeds per oz.

| | | |
|---|------|-------|
| Choice Mixed Colors, (<i>Iberidifolia</i>)..... | 1.00 | 10.00 |
|---|------|-------|

WALLER FLOWERSEED COMPANY



Pacific Beauty Calendula

WHOLESALE GROWERS AND BREEDERS

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

CALENDULA

Pot Marigold—Annual—1½ ft.—4,000 seeds per oz.

| | | | |
|-----|---|--------|--------|
| | Art Shades, contains delicate shades..... | \$0.50 | \$4.00 |
| | Ball's Gold Improved, golden yellow..... | .50 | 4.00 |
| | Ball's Masterpiece (Ball's Long Orange Imp.) (Ball's Orange Imp.), rich orange, long cutting stems..... | .50 | 4.00 |
| | Campfire Improved (Sensation), dark orange..... | .50 | 5.00 |
| | Chrysantha (Sunshine), we recommend Pacific Lemon Beauty | .50 | 4.00 |
| | Lemon Queen (Ball's Lemon Queen)..... | .50 | 4.00 |
| W-F | Orange King (Special Strain) rich deep orange red, dark center, continuously grown and selected for over 25 years. Especially selected for florists' use..... | .50 | 4.00 |
| | Orange Shaggy, petals long and deeply fringed. Color is deep orange, lighter in the center of the bloom..... | .50 | 4.00 |
| W-F | Trial Ground Mixture. A carefully blended mixture of large flowered varieties, including our newest developments.... | .50 | 4.00 |
| | Choice Mixed Colors, all varieties..... | .50 | 3.00 |

PACIFIC BEAUTY CALENDULA

Originated by W-F

This new family of Calendula is the result of several years work to produce a strain with uniformly large flowers of better formation, longer and straighter stems, clearer colors, and more resistant to mid-summer heat.

| | | | |
|-----|--|-----|------|
| W-F | Apricot Beauty—Of an attractive two-toned effect together with large flowers and long stems..... | .50 | 4.00 |
| W-F | Cream Beauty—The creamy-white shading to soft light yellow makes this the most delicately colored of all Calendulas.... | .50 | 4.00 |
| W-F | Lemon Beauty—A pure lemon yellow. The long, wide petals give the flowers a much more graceful appearance..... | .50 | 4.00 |
| W-F | Persimmon Beauty—Flowers of a true persimmon-orange of unusual brilliance and size, with long graceful petals..... | .50 | 4.00 |
| W-F | W-F Formula Blend—A blend of all Pacific Beauty varieties in proper color balance..... | .50 | 4.00 |
| W-F | Choice Mixed Colors—All varieties, field grown..... | .50 | 3.00 |

WALLER FLOWERSEED COMPANY



CALIFORNIA NATIVE FLOWERS

W-F FORMULA BLEND. An exceptional mixture of true California native flowers. Carefully selected to make the most colorful as well as the most interesting display.

Price per oz. \$0.60, per lb. \$5.00.

CAMPANULA

Canterbury Bell—125,000 seeds per oz. Price per oz. per lb.

ANNUAL, 2½ ft.

A strain of Canterbury Bells which will flower in the late summer and autumn from very early spring sowing.

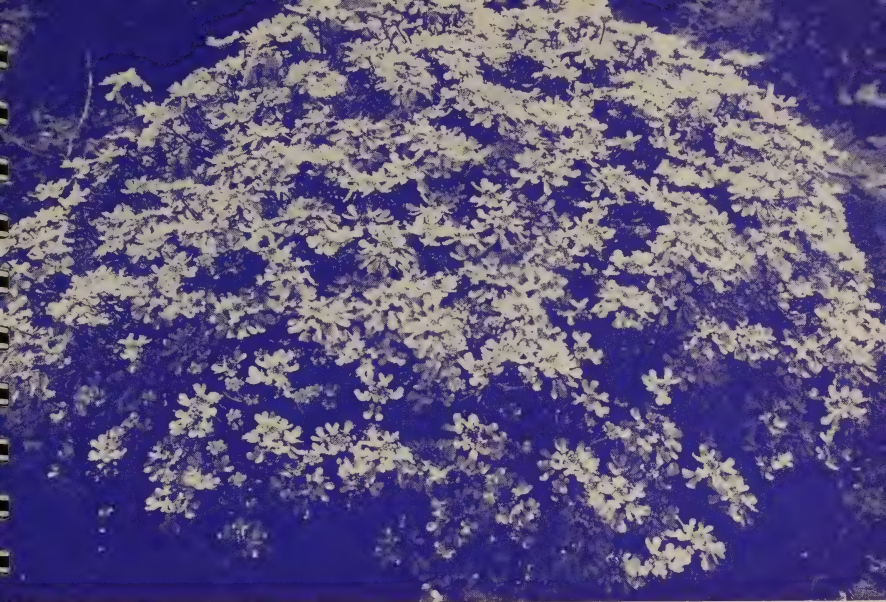
W-F Choice Mixed Colors..... \$1.00 \$10.00

MEDIUM CALYCANTHEMA, Cup and Saucer, 3 ft.—biennial

Choice Mixed Colors..... 1.50 15.00

MEDIUM SINGLE, 3 ft.—biennial

| | | |
|--------------------------|-----|------|
| Dark Blue | .75 | 6.00 |
| Light Blue | .75 | 6.00 |
| Pink | .75 | 6.00 |
| White | .75 | 6.00 |
| Choice Mixed Colors..... | .50 | 3.00 |



Candytuft Sempervirens

CANDYTUFT

Coronaria and Umbellata—10,000 seeds per oz.

GIANT HYACINTH FLOWERED (CORONARIA), 1 ft. —annual

ICEBERG

W-F

Super Hyacinth Flowered Florist Candytuft. The finest we have marketed. Six spikes are the general rule. The individual florets are up to two times as large as any Candytuft previously offered.

Price per oz., \$0.75; per lb., \$6.00

Price per oz. per lb.

| | | |
|--|--------|---------|
| Florist Type, Extra Select, a superior strain..... | \$0.75 | \$ 6.00 |
| Ruffled White, slightly frilled, large blooms for florist use..... | .75 | 6.00 |
| White, regular strain..... | .50 | 4.00 |
| UMBELLATA, 1 ft. —annual | | |
| W-F Formula Blend, a fine blend of separate colors..... | .50 | 4.00 |
| PERENNIAL OR IBERIS | | |
| Gibraltarica, lilac shading to white, 1 ft..... | 1.00 | 8.00 |
| Sempervirens, white, 1 ft..... | 1.50 | 15.00 |

WALLER FLOWERSEED COMPANY



Our Dwarf Hybrid Dahlias are tops.

WHOLESALE GROWERS AND BREEDERS



The most extensive Carnation seed production in the United States.

WALLER FLOWERSEED COMPANY

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

CARNATIONS

Dianthus Caryophyllus—15,000 seeds per oz.

For several years we have been acknowledged leaders in the production of American grown Carnation seed. The varieties we offer have proved to be the best types for American gardens. They are carefully grown in well isolated plantings to assure trueness to color and type.

ANNUAL BLOOMING VARIETIES

ENGLISH GIANTS (J. M. Bridgeford Strain)

Mixed Colors, we recommend our Chabaud Mixed.

MARGUERITE, 20 inches.

Choice Mixed Colors, slightly smaller blooms than Chabaud

type \$1.20 \$12.00

CHABAUD'S GIANT IMPROVED, 20 inches.

These Carnations bloom five months from time seed is planted and continue throughout the summer. The plants are of robust upright habit; they form ten to twenty stalks, bearing huge flowers of fine form; they come about 95% double, remarkably true to color, and are clove scented.

| | | |
|---|------|-------|
| Apricot (Safron) | 2.00 | 20.00 |
| Cardinal Red (Sparkler) scarlet..... | 2.00 | 20.00 |
| Crimson (Nero) maroon..... | 2.00 | 20.00 |
| Deep Rose (Rose Queen deep)..... | 2.00 | 20.00 |
| Deep Salmon (Aurora or Coppery Salmon)..... | 2.00 | 20.00 |
| Fantasy, striped and variegated mixed colors..... | 2.00 | 20.00 |
| Flesh Pink (Rose Queen pale)..... | 2.00 | 20.00 |

ORANGE SHERBET

A very interesting addition to Chabaud Carnations. Petals are striped and flushed with scarlet on an orange apricot ground. Sure to be a favorite color.

Price per oz., \$2.00; per lb., \$20.00

| | | |
|--|------|-------|
| Princess Alice, deep rose bicolor flushed white edge..... | 2.00 | 20.00 |
| Rose Pink (The Pearl) Lilac Ground..... | 2.00 | 20.00 |
| Salmon Rose (Legion of Honor)..... | 2.00 | 20.00 |
| Violet (Purple) | 2.00 | 20.00 |
| White (Jeanne Dionis)..... | 2.00 | 20.00 |
| Yellow (Marie Chabaud) | 2.00 | 20.00 |
| W-F Formula Blend. A color-balanced blend from separate varieties | 2.00 | 20.00 |
| Choice Mixed Colors..... | 1.50 | 15.00 |

PERPETUAL GIANT, 16 to 20 inches

Choice Mixed Colors, we recommend *Enfant De Nice* Choice Mixed Colors.

WHOLESALE GROWERS AND BREEDERS

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

ENFANT DE NICE, 16 inches.

The plants are of robust upright habit, with long, strong stalks bearing flowers 2½ to 3 inches in diameter. Larger blooms than Chabaud while not so heavily lacinated. The heavier fleshy foliage provides a husky seedling, ideal for bedding plant trade.

| | | |
|--|--------|---------|
| Flesh Pink (Salmon, light)..... | \$5.00 | \$50.00 |
| Pale Rose Pink | 5.00 | 50.00 |
| Red (Blood Red), Maroon..... | 5.00 | 50.00 |
| Rose, deep | 5.00 | 50.00 |
| Salmon, deep | 5.00 | 50.00 |
| Scarlet | 5.00 | 50.00 |
| Striped Mixture..... | 5.00 | 50.00 |
| Violet (Purple) | 5.00 | 50.00 |
| White | 5.00 | 50.00 |
| Yellow | 5.00 | 50.00 |
| W-F Formula Blend. Made from a proven color formula..... | 5.00 | 50.00 |
| Choice Mixed Colors..... | 3.00 | 30.00 |

W-F ENFANT DE NICE DWARF, 12 in.

| | | |
|---|------|-------|
| Bouquet Mixed Colors, compact growth, nice color range..... | 3.00 | 30.00 |
|---|------|-------|

BIENNIAL BLOOMING VARIETIES, HARDY

Hardy, blooms slightly smaller than Chabaud, but far more profuse on stiff stems. When wintered over, these are the earliest by far to bloom in the spring.

GRENADIN, early flowering, 20 inches

| | | |
|--------------------------------------|------|-------|
| Black King, maroon..... | 2.50 | 25.00 |
| Cardinal Red, scarlet red..... | 2.50 | 25.00 |
| Golden Sun (White Gold), yellow..... | 2.50 | 25.00 |
| Snow White | 2.50 | 25.00 |
| Triumph, deep pink..... | 2.50 | 25.00 |
| Choice Mixed Colors..... | 2.00 | 20.00 |

GRENADIN DWARF, Extra early, 15 in.

| | | |
|--|------|-------|
| Bright Scarlet | 2.50 | 25.00 |
| W-F Copper Red | 3.00 | 30.00 |
| W-F Rose | 3.00 | 30.00 |
| W-F Salmon Rose | 3.00 | 30.00 |
| W-F White | 3.00 | 30.00 |
| Choice Mixed Colors, early Vienna type, nice range of colors.. | 2.50 | 25.00 |

WALLER FLOWERSEED COMPANY

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

CELOSIA

Annual—30,000 seeds per oz.

CRISTATA DWARF Cockscomb, 1 ft.

| | | |
|--|--------|---------|
| Empress, Dark foliage, deep crimson bloom..... | \$1.50 | \$15.00 |
| Choice Mixed Colors..... | 1.00 | 10.00 |

CENTAUREA

Bachelor's Button—Cornflower—7,000 seeds per oz.

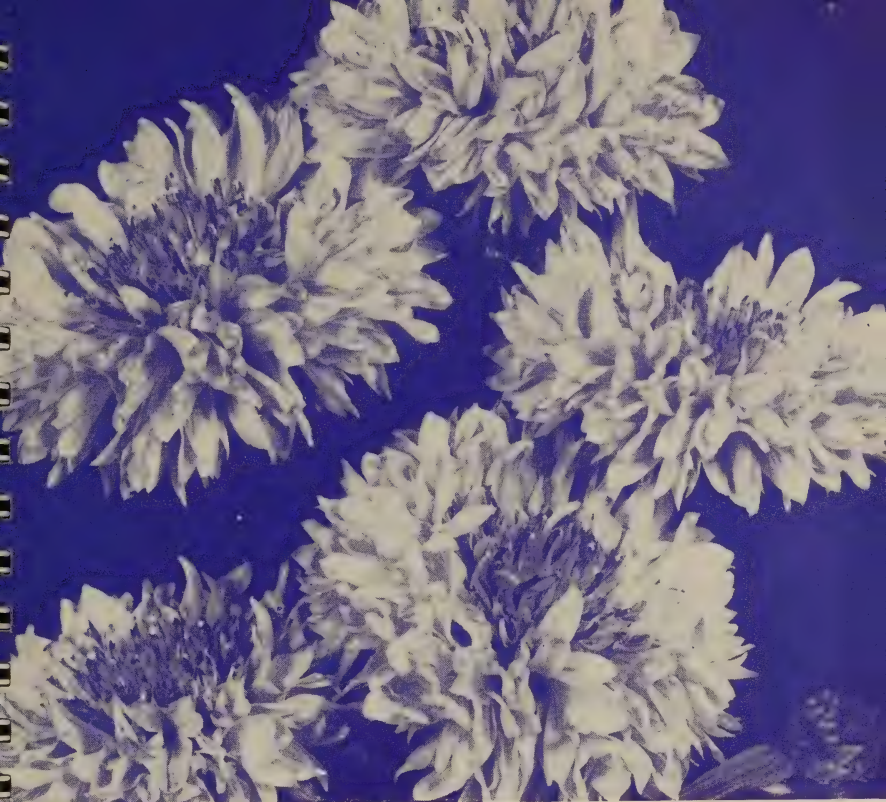
CYANUS, Tall Double, 3 ft.

The flowers of these strains are large, fully double, and the colors are intensified. Long stems for cutting make these strains popular with cut-flower growers. Grown each year from specially selected plants.

| | | |
|--|--------|---------|
| W-F Black Boy, blackish maroon..... | \$0.50 | \$ 3.50 |
| W-F Blue Boy, clear bright blue..... | .50 | 3.50 |
| W-F Pinkie, deep pink..... | .50 | 3.50 |
| W-F Red Boy, ruby red..... | .50 | 3.50 |
| W-F Snow Man, pure white..... | .50 | 3.50 |
| W-F Formula Blend. A bright colored blend made by mixing together the proper amounts of the above five separately grown varieties | .50 | 3.50 |
| Choice Mixed Colors..... | .50 | 3.00 |

PERENNIAL CENTAUREA

| | | |
|--|------|-------|
| Candidissima (Argentea Vera) silvery-white finely cut foliage, yellow flowers. Used for edgings, window boxes, etc.; silvery leaves, 1½ ft..... | 1.50 | 15.00 |
| Gymnocarpa (Dusty Miller) silvery-grey notched leaves, lavender flowers. Usually used for borders, 2 ft..... | .60 | 5.00 |



Centaurea Cyanus

CHRYSANTHEMUM

Price per oz. per lb.

CARINATUM SINGLE Painted Daisy, Annual—10,000 seeds per oz.

Merry Mixture (Tricolor), gay color combination, 2 ft..... \$0.75 \$ 6.00

MAXIMUM LEUCANTHEMUM Shasta Daisy,—Perennial—25,000 seeds per oz.

Shasta Alaska, large pure white flowers, 2½ ft..... .85 7.00

COLEUS

Annual—110,000 seeds per oz.

Rainbow Choice Mixed Colors..... 7.50 75.00

WALLER FLOWERSEED COMPANY

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

COREOPSIS

Perennial form of Calliopsis—3 ft.—12,000 seeds per oz.

| | | |
|---|--------|---------|
| Sunburst , (Grandiflora Lanceolata), (Mayfield Giant), double large flowered golden yellow..... | \$0.55 | \$ 4.50 |
|---|--------|---------|

COSMOS

Annual—5,500 seeds per oz.

SENSATION (Mammoth Flowering), 3 ft.

| | | |
|--|-----|------|
| Dazzler , crimson | .95 | 7.50 |
| Pink | .95 | 7.50 |
| Radiance (New) A.A.S. '47 Rose, crimson zone..... | .95 | 7.50 |
| White | .95 | 7.50 |
| W-F Formula Blend | .95 | 7.50 |
| Choice Mixed Colors , A.M., A.A.S. '36..... | .75 | 6.00 |

DAHLIA

Tuberous Perennial—3,000 seeds per oz.

W-F DWARF HYBRIDS

A specialty of our firm. A greatly improved Unwin type very nearly all double. Uniform and early, blooms in about 80 days from seed. Can be forced earlier for sale in 4 inch pots.

Price per oz. \$1.50; per lb. \$15.00

| | | |
|--|------|-------|
| Unwin's Dwarf Hybrids Mixed Colors | 1.00 | 10.00 |
| Fall Festival , red leaved, glossy foliage, excellent for bedding plant trade. Shades of crimson, red and orange, reminis- cent of the North woods in fall, 3 ft..... | 2.50 | 25.00 |

WHOLESALE GROWERS AND BREEDERS

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|



CHINENSIS

Perennial—10,000 seeds per oz.

While the Chinensis type of Delphinium is classified as a perennial, they will, if sown early, bloom the first year.

DWARF

| | | |
|--|--------|---------|
| Azure Fairy, azure blue, 8 in..... | \$1.50 | \$15.00 |
| Blue Butterfly Improved, ultramarine blue, 8 in..... | 1.50 | 15.00 |
| Blue Mirror, navy blue spurless flowers. 12 in..... | 2.00 | 20.00 |

TALL

| | | |
|---|------|-------|
| W-F Cambridge Blue, belladonna blue, 2 ft..... | 1.50 | 15.00 |
| Dark Blue, 2 ft. (Liberty Larkspur)..... | 1.50 | 15.00 |
| White, 2 ft. | 1.50 | 15.00 |
| Mixed Colors, 2 ft..... | 1.25 | 12.50 |

BELLADONNA TYPE

| | | |
|--|------|-------|
| W-F Belladonna Improved (Cliveden Beauty). Clear light blue, large flowered and a strong grower. The finest strain of Belladonna on the market..... | 2.50 | 25.00 |
| Belladonna True, light blue..... | 1.50 | 15.00 |
| W-F Bellamosum Improved. Clear large deep blue flowers uniform in color | 2.50 | 25.00 |
| Bellamosum, dark blue..... | 1.50 | 15.00 |
| Lamartine, gentian blue with cream center..... | 2.50 | 25.00 |
| W-F Sapphire, lighter than Bellamosum, golden bee..... | 2.50 | 25.00 |
| Belladonna Hybrids. A well-balanced mixture of the various light and dark blue shades..... | 1.50 | 15.00 |

WREXHAM TYPE, 5 ft.

| | | |
|--------------------------|------|-------|
| Choice Mixed Colors..... | 3.00 | 30.00 |
|--------------------------|------|-------|

BLACKMORE AND LANGDON TYPE

| | | |
|--|------|-------|
| W-F Hybrids XXX Mixed Colors, redesigned in our breeding ground by request, this is now primarily a Pacific Giant type in a blue range from deep through medium to light blue with a very small percentage of lavender and white..... | 2.00 | 20.00 |
|--|------|-------|

GOLD MEDAL HYBRIDS

Tailored to meet the American market for an inexpensive type of high quality Delphinium. This is now primarily regrown Pacific Hybrids. Though some loss of quality from Pacific Hybrids is to be expected, nevertheless this does provide a finer mixture than heretofore offered for regular garden usage. Price per oz., \$1.50; per lb. \$15.00



WHOLESALE GROWERS AND BREEDERS

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

DELPHINIUM

Huge flowers two and one-half to three and one-half inches in diameter, beautifully spaced on well balanced spikes. Thin woody stems. Comparatively mildew resistant, this strain is practically 100% double.

We are pleased to offer a complete list of the originator's newest and finest strains, all carefully grown by us each year from the originator's cross-pollinated seed.

This remarkable strain grows to over 6 feet in height in our fertile fields in the Arroyo Grande Valley.

PACIFIC GIANT HYBRID

| | | | | |
|--|--|--|---------|----------|
| Astolat Series, contains these new shades in variety, pale blush, lilac pink, deep raspberry rose. With brown, fawn, and black bees, for contrast..... | | | \$10.00 | \$100.00 |
| Black Knight Series, dark blue (Dark Bee)..... | | | 8.00 | 80.00 |
| Blue Bird Series, clear medium blue (White Bee)..... | | | 8.00 | 80.00 |
| Blue Jay Series, clear medium blue (Dark Bee)..... | | | 8.00 | 80.00 |
| Cameliard Series, pure lavender (White Bee)..... | | | 8.00 | 80.00 |
| Galahad Series, giant glistening white (White Bee)..... | | | 8.00 | 80.00 |
| Guinevere Series, light pinkish lavender (White Bee)..... | | | 8.00 | 80.00 |
| King Arthur Series, dark violet (White Bee)..... | | | 8.00 | 80.00 |
| Lancelot Series, clear lilac self (White Bee)..... | | | 8.00 | 80.00 |
| Percival Series, white (Black or striped Bee)..... | | | 8.00 | 80.00 |
| Summer Skies Series, clear light blue (White Bee)..... | | | 8.00 | 80.00 |
| Round Table Series, now a topnotch formula blend of all named series in proper proportion, including some segregating hybrids from breeding work to provide interesting and unusual combinations | | | 7.50 | 75.00 |
| W-F Mixed Colors. An unusually fine mixture grown from our own carefully developed formula using originator's seed of the above "Series." This assures you of distinctly superior quality | | | 3.50 | 35.00 |

WALLER FLOWERSEED COMPANY

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

DIANTHUS

Pinks—28,000 seeds per oz.

Annual Varieties

HEDDEWIGII LACINIATUS, 1 ft.

| | | |
|---|--------|---------|
| W-F Double Carnation Shades (Double Gaiety), New, brilliant shades in a full range of color, including bright salmon and scarlet | \$0.85 | \$ 7.00 |
| Single Gaiety. The largest flowers with deeply fringed edges and in the most brilliant colors..... | .75 | 6.00 |
| Single and Double Mixed Colors, proper proportions..... | .80 | 6.50 |

Hardy Perennial Varieties

PLUMARIUS DOUBLE, (Grass or Clove Pinks) 1 ft.

| | | |
|---|------|-------|
| Spring Beauty (Semperflorens) (Scoticus), Extra Double Florist Strain Mixed Colors..... | 2.50 | 25.00 |
|---|------|-------|

DELTOIDES

| | | |
|---|------|-------|
| Brilliant (Maiden Pinks) rich rose pink, 4 in. | 2.50 | 25.00 |
|---|------|-------|

DIGITALIS

Foxglove—Biennial—5 ft.—200,000 seeds per oz.

| | | |
|--|-----|------|
| W-F Shirley Pastel Shades, New shades of cream yellow, apricot, rose-pink, heliotrope | .75 | 6.00 |
|--|-----|------|



WHOLESALE GROWERS AND BREEDERS

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

DIMORPHOTHECA

African Daisy—Star of the Veldt—Annual—10,000 seeds per oz.

AURANTIACA

| | | |
|----------------------------|--------|---------|
| Golden West, 1 ft..... | \$1.20 | \$12.00 |
| Orange Improved, 1 ft..... | 1.20 | 12.00 |
| Salmon Beauty, 1 ft..... | 1.20 | 12.00 |
| White Beauty, 1 ft..... | 1.20 | 12.00 |
| Mixed Hybrids, 1 ft..... | 1.00 | 10.00 |

ECKLONIS

| | | |
|---------------------------------|------|-------|
| White with blue disc, 2 ft..... | 2.00 | 20.00 |
|---------------------------------|------|-------|

ESCHSCHOLTZIA

California Poppy—Annual—15,000 seeds per oz.

| | | |
|--|-----|------|
| Aurantiaca (Orange King) rich orange, true California Poppy, A.M., R.H.S., 1 ft..... | .50 | 3.50 |
| Mission Bells, double and semi-double flowers in wide range of color, including two-toned combinations on dwarf compact plants, 6 inches tall..... | .50 | 3.50 |
| Mixed, spreading varieties in white, yellow and orange, 1 ft..... | .50 | 3.00 |

FREESIA

Perennial Bulb—3,000 seeds per oz.

SUPER GIANT

| | | |
|--|------|-------|
| Choice Mixed Colors, huge blooms in variations of red, orange, yellow, lavender, blue and white. Very fragrant. Seed sow- ings enjoy freedom from bulb borne mosaic disease. Can be forced in six to seven months for early spring bloom in greenhouse. Excellent for cutting with long stems and lasting quality | 5.00 | 50.00 |
|--|------|-------|



Geum Mrs. Bradshaw

GEUM

Rose of the Rockery—Perennial—2 ft.—7,000 seeds per oz.

Price per oz. per lb.

| | | |
|-------------------------------------|--------|---------|
| Lady Stratheden, orange yellow..... | \$1.50 | \$15.00 |
| Mrs. Bradshaw, scarlet..... | 1.20 | 12.00 |
| Choice Mixed Colors..... | 1.20 | 12.00 |



Gypsophila Double Snow White

GILIA

Queen Ann's Thimble—Annual—110,000 seeds per oz.

Price per oz. per lb.

Capitata Reselected, rich sky blue, large blooms. A good cut flower, 3 ft. \$0.75 \$ 6.00

GYPHOPHILA

ELEGANS (Chalk Plant)—Annual—25,000 seeds per oz.

Covent Garden Market Reselected, 2 ft., finest giant florist white, unsurpassed in regard to size of bloom and form. Improvement over and should be used for London Market and Paris Market50 1.00

PANICULATA (Baby's Breath), 3 ft.—Perennial—35,000 seeds per oz.

Double Snow White..... 1.50 15.00

Single White75 6.00

WALLER FLOWERSEED COMPANY

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

HELICHRYSUM

Everlasting Strawflower—Annual—45,000 seeds per oz.

DWARF, 15 in.

Choice Mixed Colors, at least one month earlier to bloom..... \$ 1.00 \$ 8.00

HEUCHERA

Coral Bells—Alum Root—Perennial—1½ ft.—750,000 seeds per oz.

| | | |
|--|-------|--------|
| Hybrids Mixed Colors, (Sanguinea)..... | 10.00 | 100.00 |
| Splendens, (Spitfire), large bright scarlet (Sanguinea)..... | 10.00 | 100.00 |

HOLLYHOCK

PERENNIAL

Althea Rosea—3,500 seeds per oz.

| | | |
|---|------|-------|
| Chater's Double Chamois (Colorado Sunset) (Salmon Rose) | 1.80 | 18.00 |
| “ “ Lilac | 1.80 | 18.00 |
| “ “ Maroon (Black Gem)..... | 1.80 | 18.00 |
| “ “ Newport Pink (Deep Rose) (Enchantress) | 1.80 | 18.00 |
| “ “ Scarlet (Fire King) (Crimson)..... | 1.80 | 18.00 |
| “ “ Sulphur Yellow (Golden Drop)..... | 1.80 | 18.00 |
| “ “ White (Virgin Queen)..... | 1.80 | 18.00 |
| “ “ W-F Formula Blend..... | 1.80 | 18.00 |
| “ “ Superb Mixed Colors | 1.00 | 10.00 |
| Single Mixed Colors..... | .60 | 5.00 |

ANNUAL

TRIUMPH SUPREME

Reports from over the world indicate that this variety is such an early blooming strain that it deserves to be listed as an annual. Frilled graceful double blooms in a very pleasing color range.

\$1.25 per oz., \$10.00 per lb.

W-F

| | | |
|--|-----|------|
| Indian Spring, pink and rose shades, S.M., A.A.S. '39..... | .75 | 6.00 |
|--|-----|------|

WHOLESALE GROWERS AND BREEDERS

Flower
Seeds

Price Price
per oz. per lb.



Annual Hollyhock Triumph Supreme

IPOMOEA

Morning Glory—Annual Climber—700 seeds per oz.

GIANT FLOWERING (Rubro-Caerulea)

| | | |
|--|--------|---------|
| Heavenly Blue, reselect Clarke's Strain, earliest strain in commerce, sky blue, shading golden yellow in throat..... | \$0.50 | \$ 4.00 |
| Pearly Gates (White Magic), white, S.M., A.A.S. '42..... | .50 | 4.00 |

WALLER FLOWERSEED COMPANY

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

LARKSPUR

Larks-Heel Annual Delphinium—9,000 seeds per oz.

EARLY GIANT HYACINTH FLOWERED, 3 ft.

Featuring a single spike per plant, at least three weeks earlier than other types of Larkspur, excellent for certain specialty florist uses.

| | | |
|--------------------------|--------|---------|
| Dark Blue (Purple) | \$2.00 | \$20.00 |
| Lilac (Light Blue) | 2.00 | 20.00 |
| Pink | 2.00 | 20.00 |
| White | 2.00 | 20.00 |
| Choice Mixed Colors..... | 1.20 | 12.00 |

GIANT IMPERIAL, including Regal and Supreme types, 3½ to 4 ft.

Yearly trials and comparisons have shown the following Larkspurs to be the finest in their individual color, regardless of so called specialty labels. We have eliminated inferior substitutions, listing them after the choicest color variety.

| | | | |
|------------|---|-----|------|
| W-F | Blue Spire, (Regal Dark Blue) (Supreme Dark Blue)..... | .75 | 6.00 |
| | Carmine King Improved, (Dazzler), bright carmine rose..... | .75 | 6.00 |
| | Los Angeles Improved, (Exquisite Rose)..... | .75 | 6.00 |
| | Regal Light Blue, (Blue Bell)..... | .75 | 6.00 |
| | Regal Lilac, (Lilac King) (Supreme Lilac) (Sweet Lavender) | .75 | 6.00 |
| | Regal Pink, (Pink Perfection) (Supreme Pink), pure light pink, slight salmon cast..... | .75 | 6.00 |
| | Regal Rose, (Supreme Rose), clear cool rose..... | .75 | 6.00 |
| | Regal Salmon Rose, (Miss California) (Supreme Salmon)..... | .75 | 6.00 |
| | Regal White, (Supreme White) (White King) (White Spire), purest large flowered white..... | .75 | 6.00 |
| W-F | Rosalind, (Exquisite Pink Improved), rose suffused salmon, shatter proof | .75 | 6.00 |
| | W-F Formula Blend, made from the above new and standard varieties in proper proportion..... | .75 | 6.00 |
| | Choice Mixed Colors, field grown from a proven formula selecting the finest of the above listed varieties..... | .55 | 4.50 |



The present and the future-Sweet Peas, Larkspur, growing in the shadow of the Pacific Missile Range of which the mountain ridge above is the north boundary.

LATHYRUS LATIFOLIUS

Everlasting Pea—Perennial Climbing Sweet Pea—600 seeds per oz.

| | Price per oz. | per lb. |
|--------------------|---------------|---------|
| Pink Beauty | \$1.00 | \$10.00 |
| Red | 1.00 | 10.00 |
| White Pearl | 1.00 | 10.00 |
| Mixed Colors | 1.00 | 8.00 |

LAVATERA

Mallow—Perennial—500 seeds per oz.

| | | |
|---|-----|------|
| Assurgentiflora (California Windbreak) rose, 10 ft..... | .50 | 4.00 |
|---|-----|------|

LAVENDER

Sweet Lavender—Perennial—30,000 seeds per oz.

| | | |
|--|------|-------|
| Munstead Strain, dwarf, deep lavender, 1 ft..... | 2.50 | 25.00 |
|--|------|-------|

LINUM

Flax—9,000 seeds per oz.

| | | |
|--|-----|------|
| Perenne Sibiricum, blue, perennial, 2½ ft..... | .60 | 5.00 |
|--|-----|------|

WALLER FLOWERSEED COMPANY

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

LOBELIA

Erinus—Annual—750,000 seeds per oz.

COMPACT VARIETIES

CRYSTAL PALACE

A W-F reselected strain. True, dark blue, dark foliage.

Price per oz. \$1.80; per lb. \$18.00

| | | |
|---|--------|---------|
| Cambridge Blue, light blue, green foliage..... | \$2.50 | \$25.00 |
| Emperor William (Celestial), gentian blue, green foliage..... | 2.00 | 20.00 |
| Mrs. Clibran, deep blue, white eye..... | 2.50 | 25.00 |
| Rosamond, deep carmine red with white eye..... | 2.50 | 25.00 |
| White Lady, pure white | 3.50 | 35.00 |
| Choice Mixed Colors, a fine blend of all compact varieties..... | 2.50 | 25.00 |

TRAILING

| | | |
|---|------|-------|
| Sapphire, sapphire blue, white eye..... | 2.00 | 20.00 |
|---|------|-------|

LUPIN

Annual Varieties

HARTWEGII GIANT KING, 3 ft.—Annual—1,800 seeds per oz.

W-F King strain of Lupinus have larger flowers, closer placed on longer spikes and in more distinct colors. They grow taller and are more vigorous, much to be preferred over the older ordinary strains of Hartwegii.

| | | | |
|-----|--|-----|------|
| W-F | Blue, Oxford Blue | .75 | 6.00 |
| W-F | Heliotrope, rosy purple..... | .75 | 6.00 |
| W-F | Sky Blue, light blue..... | .75 | 6.00 |
| W-F | White, pure white..... | .75 | 6.00 |
| W-F | W-F Formula Blend, A.M., A.A.S. '33..... | .75 | 6.00 |
| | Choice Mixed..... | .60 | 5.00 |

SMALL SEEDED SORTS

| | | |
|---|-----|------|
| Nanus Blue, 1 ft. (California Native)—3,600 seeds per oz..... | .50 | 3.00 |
|---|-----|------|

Perennial Varieties

POLYPHYLLUS, 3 to 4 ft.—1,800 seeds per oz.

| | | |
|--|-----|------|
| Russell Mixed. Every imaginable color..... | .95 | 7.50 |
|--|-----|------|



Uniform, compact Lobelia

New Pentstemon Rainbow Mixed Colors



WALLER FLOWERSEED COMPANY



Dwarf Sunset Giants is the best all around African Marigold mixture.

WHOLESALE GROWERS AND BREEDERS

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|



Tagetes—Annual—8,000 seeds per oz.

AFRICAN DOUBLE FISTULOSA, 3 ft.

| | | | |
|------------|------------------------------|--------|---------|
| W-F | Lemon All-Double | \$1.00 | \$10.00 |
| W-F | Orange All-Double | 1.00 | 10.00 |
| W-F | All-Double Mixed Colors..... | .85 | 7.00 |
| | Choice Mixed Colors | .60 | 5.00 |

AFRICAN DOUBLE IMBRICATA (Carnation Flowered)

| | | |
|---|------|-------|
| Guinea Gold, golden orange, 2½ ft..... | .85 | 7.00 |
| Man-in-the-Moon, one of the newest and finest creamy lemon yellows. We feel this to be preferable to Yellow Supreme | 1.00 | 10.00 |
| Real Gold, Golden orange very large blooms, 2½ ft..... | .85 | 7.00 |
| Carnation Flowered Mixed, earliest above varieties..... | .75 | 6.00 |

AFRICAN GIGANTEA (Carnation Flowered)

| | | |
|--|------|-------|
| Early Sunset Giants, an excellent improvement over the obsolete strain possessing the same huge flowers and color range through orange, yellow and primrose 3½ ft..... | .95 | 7.50 |
| Dwarf Sunset Giants, 2½ ft., yellow, gold and orange..... | 1.00 | 10.00 |

AFRICAN SPECIAL MIXTURE W-F

| | | |
|--|-----|------|
| Treasure Chest. A strikingly brilliant and interesting blend of the very earliest Chrysanthemum and Carnation flowered African varieties, selected for even height and season of bloom | .75 | 6.00 |
|--|-----|------|

WALLER FLOWERSEED COMPANY

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

CHRYSANTHEMUM FLOWERED

| | | | |
|------------|---|--------|---------|
| W-F | Mission Giant Goldsmith , rich golden orange, B.M., A.A.S. '41, 1½ ft..... | \$1.00 | \$ 8.00 |
| W-F | Mission Giant Limestone . A new soft lemon yellow, 1½ ft..... | 1.00 | 8.00 |
| W-F | Mission Giant Yellowstone , clear golden yellow, H.M., A.A.S. '42, 1½ ft..... | 1.00 | 8.00 |
| | Mission Giant Mixed Colors , exclusive mixture, 1½ ft..... | .85 | 7.00 |

DWARF CHRYSANTHEMUM FLOWERED, 8 in.

| | | |
|--|------|-------|
| Cupid Yellow | 1.60 | 16.00 |
| Cupid Golden | 1.60 | 16.00 |
| Cupid Orange | 1.60 | 16.00 |
| Cupid Choice Mixed Colors | 1.60 | 16.00 |

FRENCH DOUBLE, Dwarf, 1 ft.—10,000 seeds per oz.

| | | | |
|------------|---|-----|------|
| | Color Magic , interesting color hybrids, 10 in..... | .60 | 5.00 |
| W-F | Eldorado . A new compact and uniform canary yellow. 10 in..... | .60 | 5.00 |
| | Harmony , deep orange, with maroon-brown collar, 18 in..... | .60 | 5.00 |
| | Harmony Hybrids , crested flowers, 18 in..... | .60 | 5.00 |
| | Melody , brilliant orange. B.M., A.A.S. '42, 10 in..... | .60 | 5.00 |
| | Rusty Red (Fandango) , extra large mahogany flowers, 10 in.. | .60 | 5.00 |
| | Scarlet Glow , mahogany, H.M., A.A.S. '41, 10 in..... | .60 | 5.00 |
| | Tangerine , orange scarlet, 10 in..... | .60 | 5.00 |
| | Choice Double Mixed , Grown from above varieties..... | .50 | 4.00 |

FRENCH DOUBLE, Dwarf Miniature.

| | | | |
|------------|--|-----|------|
| | Butterball , soft butter yellow, B.M., A.A.S. '42, 8 in..... | .85 | 7.00 |
| W-F | Lemondrop , canary yellow, early profuse blooming, full double compact plants, 9 in..... | .85 | 7.00 |
| | Midget Harmony , Flowers same as Harmony, 9 in. | .85 | 7.00 |
| | Spry , yellow crested center, guard petals mahogany-red. S.M., A.A.S. '41, 9 in..... | .85 | 7.00 |
| W-F | Spry Hybrids , beautiful Gem Mixture with delightful color combinations in a complete range, 9 in..... | .85 | 7.00 |
| | Sunkist , bright golden orange, 9 in. | .85 | 7.00 |

WHOLESALE GROWERS AND BREEDERS

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

FRENCH DOUBLE, Marionette, 6 in.

| | | |
|---|--------|---------|
| Gold | \$0.85 | \$ 7.00 |
| Golden Pygmy | .85 | 7.00 |
| Harmony | .85 | 7.00 |
| Helen Chapman | .85 | 7.00 |
| Orange | .85 | 7.00 |
| Pygmy Primrose | .85 | 7.00 |
| Yellow | .85 | 7.00 |
| Choice Mixed Colors, above wide range of separate colors in perfect proportion | .85 | 7.00 |

FRENCH SINGLE, Dwarf

| | | |
|---|-----|------|
| Brownie, mahogany, yellow crested center, 11 in..... | .60 | 5.00 |
| Dainty Marietta, very early, soft yellow maroon blotched, 11 in. | .60 | 5.00 |
| Flash, red and gold bicolor, 15 in., B.M., A.A.S. '43..... | .60 | 5.00 |
| Naughty Marietta yellow, blotched maroon, 12 in..... | .60 | 5.00 |
| Red Head rich mahogany crested orange. 12 in..... | .60 | 5.00 |
| Ruffled Red, mahogany edged gold, 9 in..... | .60 | 5.00 |
| Sunny yellow, 12 in..... | .60 | 5.00 |
| Choice Mixed Colors (Spanish Flag), all above colors..... | .60 | 5.00 |
| Halloween, mixed colors in wide uniform range..... | .60 | 5.00 |



Marigold Lemondrop

WALLER FLOWERSEED COMPANY

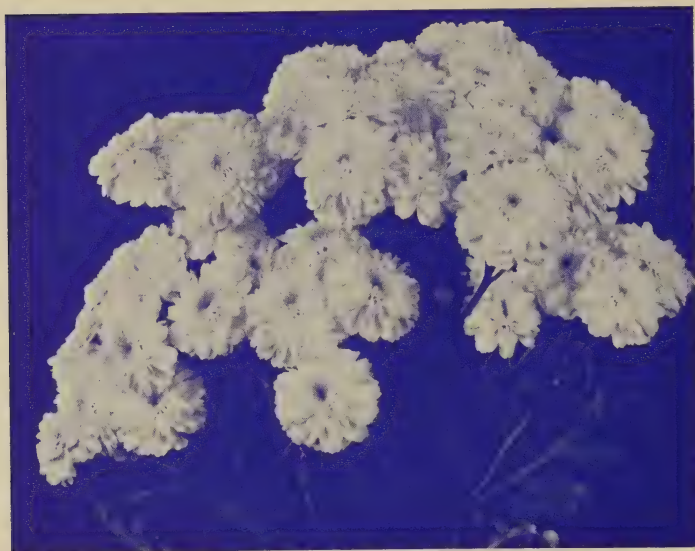
| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

FRENCH SINGLE, Tall

| | | |
|---|--------|---------|
| Brown (Josephine) for florists, 3 ft..... | \$0.60 | \$ 5.00 |
| Ferdinand, Harmony type bloom, 2 ft..... | .60 | 5.00 |

TAGETES SIGNATA PUMILA 9 in.

| | | |
|---|------|-------|
| Ursula (Improved Gnome), golden orange..... | 1.00 | 10.00 |
|---|------|-------|



Matricaria Ultra Double White

MATRICARIA

Perennial—150,000 seeds per oz.

W-F

| | | |
|--|-------|--------|
| Ultra-Double White, select florist strain closely approaches the quality usually only obtained from cuttings, 2 ft..... | 10.00 | 100.00 |
| Double White, select, 2 ft..... | 3.00 | 30.00 |

WHOLESALE GROWERS AND BREEDERS

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

NASTURTIIUM

Indian Cress—Annual—175 seeds per oz.

Rubbed, (decorticated) seed can be obtained from us, contract or spot. To compute price add 50% for processing. Weight loss increases number of seeds per ounce by 42% to approximately 240. Easier to handle, less bulky, enables you to place more seed in a packet. Minimum quantity decorticated seed 50 lbs. each variety ordered.

SEMI-DOUBLE GLEAM

| | |
|--|--------|
| Fiery Festival, luminous crimson scarlet..... | \$1.75 |
| Golden Gleam, golden yellow, G.M., A.A.S. '33, A.M., R.H.S. '32..... | 1.75 |
| Mahogany Gleam, dark mahogany red..... | 1.75 |
| Orange Gleam | 1.75 |
| Salmon Gleam, golden salmon..... | 1.75 |
| Scarlet Gleam, fiery orange scarlet, G.M., A.A.S. '35..... | 1.75 |
| Tiger Flowered, mixed variegated colors..... | 1.75 |
| Glorious Gleam Hybrids Mixed Colors, A.M., A.A.S. '35..... | 1.50 |

SEMI-DOUBLE DWARF, 1 ft.

| | |
|--|------|
| Cherry Rose | 2.00 |
| Golden Globe, golden yellow..... | 2.00 |
| Mahogany Gem, dark mahogany red..... | 2.00 |
| Orange Gem | 2.00 |
| Primrose Gem, pale yellow..... | 2.00 |
| Scarlet Globe, fiery scarlet..... | 2.00 |
| Giant Gem Mixed Colors, dwarf compact..... | 1.50 |

SINGLE DWARF, 1 ft.

| | |
|--------------------------|------|
| Choice Mixed Colors..... | 1.50 |
|--------------------------|------|

SINGLE TALL or CLIMBING

| | |
|--------------------------|------|
| Choice Mixed Colors..... | 1.50 |
|--------------------------|------|

NEMOPHILA

California Native—Annual—18,000 seeds per oz.

| | | |
|-------------------------------------|-----|------|
| Insignis Blue (Baby Blue Eyes)..... | .50 | 4.00 |
|-------------------------------------|-----|------|

NICOTIANA

Flowering Tobacco—Annual—200,000 seeds per oz.

| | | |
|---------------------------------------|-----|------|
| Daylight Sensation Mixture. 2 ft..... | .95 | 7.50 |
|---------------------------------------|-----|------|

WALLER FLOWERSEED COMPANY

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

PANSIES

Viola Tricolor—Heartsease—Hardy Annual—24,000 seeds per oz.

PACIFIC GIANT F2 HYBRID

| | | | |
|------------|--|---------|----------|
| W-F | Color Carnival , the first American bred Pansy to compete with the finest Swiss originator's types. A magnificent color range, heavy in reds and scarlets, possessing the richest texture of coloring. Flower size is exceedingly large, plants are compact yet vigorous, all blooms are blotched. New this year is the incorporation of hybrid blues of matching size, giving the strain an unmatched depth of color and brilliancy..... | \$18.00 | \$180.00 |
|------------|--|---------|----------|

| | | | |
|------------|---|-------|--------|
| W-F | Masquerade , derived from the famous Oregon Jumbo type. Vari-colored in typical Jumbo combinations of yellow, blue, violet, pinkish mauve, earlier than Color Carnival | 14.00 | 140.00 |
|------------|---|-------|--------|

SWISS GIANTS

| | | | |
|------------|--|------|-------|
| W-F | W-F Mixed Colors (Ruffled Rainbow) , now an F2 generation hybrid. This magnificent strain is further improved with hybrid vigor, depth of color and heat resistance. Plants are uniformly compact, blooms are waved and frilled. One of our specialties for over twenty years, now finer than ever..... | 7.50 | 75.00 |
|------------|--|------|-------|

| | | | |
|------------|--|------|-------|
| W-F | Super, Superb Mixed Colors , a regrowing of our W-F F2 generation hybrid mixture described above. This is an economy strain for all around usage, possessing typical strong California germination..... | 4.50 | 45.00 |
|------------|--|------|-------|

SPECIALTY STRAINS

| | | | |
|--|--|-------|--------|
| | Clear Crystals , very early flowering, profusely covered with medium size flowers of bright self colors..... | 5.00 | 50.00 |
| | Jumbo Pay Dirt , huge golden yellow, slight rays..... | 10.00 | 100.00 |
| | Tall Winter Flowering (Florist Strain) , mixed colors in tones of bright blue, mauve, yellow, cream in combination, very vigorous plants, can be forced in greenhouse on netting for exceptional bloom size and stem length.... | 12.00 | 120.00 |

WHOLESALE GROWERS AND BREEDERS

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

PENTSTEMON

Beard Tongue—Perennial—60,000 seeds per oz.

Rainbow Choice Mixed Colors, a new and greatly improved strain of Sensation Pentstemon, a wider and stronger color range to help the trend toward wider use of this increasingly popular flower. Larger blooms, richer colors at no extra cost, 2½ ft. \$2.00 \$20.00

PETUNIAS

Annual—200,000 seeds per oz.

HYBRIDA (Tall Bedding) 1½ ft.

| | | | |
|------------|--|------|-------|
| W-F | Blue Bee , the blue of Viola Jersey Gem..... | 2.00 | 20.00 |
| | General Dodds , (Flaming Velvet), velvety blood red..... | 2.00 | 20.00 |
| | Howard's Star , reddish-purple, white star..... | 2.00 | 20.00 |
| W-F | Howard's Star Improved , violet, white star..... | 2.00 | 20.00 |
| W-F | Radiance , (Topaz Rose), cerise rose, S.M., A.A.S. '41..... | 2.00 | 20.00 |
| | Rose King Improved | 2.00 | 20.00 |
| | Violacea , deep violet..... | 2.00 | 20.00 |
| | White King | 2.00 | 20.00 |
| | W-F Formula Blend . A new mixture made by blending together proper proportions of the best of the separately grown largest varieties..... | 2.00 | 20.00 |
| | Choice Mixed Colors . An excellent mixture..... | 1.60 | 16.00 |

BALCONY PENDULA (Tall Bedding), 1½ ft. Larger flowers than Hybrida

| | | | |
|------------|--|------|-------|
| | Blue , velvety violet blue, extra select..... | 2.50 | 25.00 |
| | Crimson , (Black Prince), dark velvety red..... | 2.50 | 25.00 |
| | Rose , fiery rose, select strain..... | 2.50 | 25.00 |
| W-F | Royal Rose . A new clear warm rose..... | 2.50 | 25.00 |
| | White , pure white, A.M., R.H.S. '35..... | 2.50 | 25.00 |
| | Choice Mixed Colors , includes all the above varieties..... | 2.00 | 20.00 |

WALLER FLOWERSEED COMPANY



Petunia Sky Chief

WHOLESALE GROWERS AND BREEDERS

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

RUFFLED NANA COMPACTA (Dwarf), 10 in.

W-F Martha Washington. Compact ruffled..... \$25.00

W-F Little Giants Mixed Colors. Very compact plants completely covered for a long season with well-ruffled flowers in all shades, 10 in.....Price per oz. \$15.00

W-F Pink Frills (Little Giants Pink Shades). Developed from our popular Little Giants. Early blooming, medium size flowers in brilliant rose-pink shades are profusely borne on compact well rounded plants. Excellent for pot work, borders and bedding.....Price per oz. 20.00

GRANDIFLORA NANA COMPACTA (Dwarf), 10 in.

King Henry (Velvet Ball), rich velvety red.....¼ oz. \$4.50 \$15.00

HYBRIDA NANA COMPACTA (Dwarf), 1 ft.

Admiral Improved. New refinement of older strain, more uniform color and habit, excellent pot strain.....\$10.00

W-F Blue Bedder Improved. New compact mid-blue..... 2.00 20.00

W-F Celestial Rose. Compact bright rose with white eye..... 2.00 20.00

Cream Star. Uniform, true to color..... 5.00 50.00

W-F Elk's Star. Velvety reddish purple, clear white star..... 10.00

English Violet. Medium shade of violet-blue..... 6.00 60.00

Glow. Dazzling carmine..... 6.00 60.00

Rose of Heaven. Bright rose, compact..... 2.00 20.00

W-F Rosy Morn. Compact, exceedingly uniform, the same bright shade as our Celestial Rose, but with a larger distinct white center 2.00 20.00

Silver Blue or Heavenly Blue. Medium blue..... 5.00 50.00

W-F Sky Chief. Clear pale blue, product of a cross between Snowball Improved and Silver Blue, large blooms, color holds well under warm weather conditions..... 5.00 50.00

W-F Snowball Improved. Pure white. Flowers are large, full round with a light throat. The plants are compact..... 3.00 30.00

Twinkles. Brilliant rose starred white..... 3.50 35.00

Violacea. Vigorous, violet, taller..... 2.00 20.00

W-F Rainbow Mixed Colors..... 2.50 25.00



This demonstrates base branching characteristics of our multi-bloom Extra Dwarf Giants of California. Please note low habit of growth and large bloom size, virtually covering all foliage.

Price per 1/16 oz. 1/4 oz. oz.

GRANDIFLORA SINGLE PLAIN EDGED

Dwarf Elk's Pride, W-F Special Strain, violet blue,

1 1/2 ft. \$3.00 \$ 8.00 \$30.00

POPCORN

A dwarf version identical in flower form and size of bloom with Snowstorm. It is earlier blooming and its habit is exceedingly dwarf and compact. 8 in.

Price per 1/16 oz., \$4.00; per 1/4 oz., \$12.00; per oz., \$40.00

Snowstorm Improved. Immense pure white, 1 1/2 ft. 3.00 8.00 30.00

GRANDIFLORA SINGLE FRINGED

Super Fluffy Ruffles

Choice Mixed Colors, 1 1/2 ft. 3.00 8.00 30.00

Theodosia Improved, fringed rose pink, golden throat.... 3.00 8.00 30.00

WHOLESALE GROWERS AND BREEDERS

| Flower Seeds | Price 1/16 oz. | Price ¼ oz. | Price per oz. ← |
|-----------------|-------------------|----------------|--------------------|
|-----------------|-------------------|----------------|--------------------|

TALL GIANTS OF CALIFORNIA

| | | | | |
|------------|--|---------|---------|----------|
| W-F | New Horizon , 1½ ft., both F2 and open-pollinated types are blended to produce this fine mixture of rare and new colors for this class of Petunia, blooms are tremendous—up to 6 and 7 in. across, and are deeply ruffled | \$10.00 | \$30.00 | \$100.00 |
| | W-F Formula Mixture , largest flowered and widest color range in existence, 1½ ft..... | 3.50 | 10.00 | 35.00 |
| W-F | Garden Giants , 12 in. | 3.00 | 8.00 | 30.00 |
| | Choice Mixed Colors (Ruffled Monsters) , 1½ ft..... | 2.50 | 6.70 | 25.00 |

DWARF GIANTS OF CALIFORNIA

W-F EXTRA DWARF FORMULA MIXTURE

W-F Special Strain. A supreme strain for the pot-plant grower. Extremely early to bloom. Noted for its base branching which provides up to three blooms at the earliest date, completely covering the foliage and providing a more saleable plant. Blooms at about 3 in. Huge blooms of top quality size. Maintained in separate colors in our fields to control color balance. Our program for this strain includes lath house production of our planting stock under strictly controlled conditions in pots.

Price per 1/16 oz., \$6.00; per ¼ oz., \$18.00; per oz. \$60.00

In response to many requests, we are now offering the following separate colors as used in this fine strain. At the same price.

| | | | |
|--------|------|------------------------|--------|
| Copper | Rose | Rose and White Bicolor | Orchid |
|--------|------|------------------------|--------|

| | | | |
|--|--------|---------|---------|
| Choice Mixed, Ramona Strain, 11 in. | \$4.50 | \$12.50 | \$45.00 |
|--|--------|---------|---------|

F2 HYBRID MULTIFLORA SINGLE PLAIN EDGED

| | | | | | |
|------------|---|------|-------|--------------------|--------------------|
| W-F | Bonanza. Brilliant dwarf compact mixture of separate colors blended according to proper segregating proportions, vigorous and early..... | 4.00 | 40.00 | Price per oz. ← | Price per lb. ← |
|------------|---|------|-------|--------------------|--------------------|



WHOLESALE GROWERS AND BREEDERS

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

PHACELIA

Annual—60,000 seeds per oz.

| | | |
|---|--------|---------|
| Campanularia (California Blue Bell) gentian blue, 1 ft..... | \$0.55 | \$ 4.50 |
|---|--------|---------|

PLATYCODON

Tufted Hairbell—Perennial—30,000 seeds per oz.

| | | |
|-----------------------------|------|-------|
| Grandiflora Blue, 2 ft..... | 2.50 | 25.00 |
|-----------------------------|------|-------|

POPPY

W-F ICELAND (Nudicaule) Perennial—450,000 seeds per oz.

| | | |
|---|------|-------|
| Pink Champagne, superior pink shades..... | 3.00 | 30.00 |
| Giant Mixed Colors, (Improved selections of best Gartford, Kelmscott and Sandford's type) large flowered, sturdy stems, wide color range..... | 2.00 | 20.00 |

W-F SHIRLEY DOUBLE, 2½ ft.—Annual—75,000 seeds per oz.

| | | |
|--|-----|------|
| Sweet Briar All-Double deep rose pink..... | .75 | 6.00 |
| All Double Mixed Colors, (Begonia Flowered)..... | .60 | 5.00 |

W-F SHIRLEY SINGLE, 2½ ft.—Annual—75,000 seeds per oz.

| | | |
|--|-----|------|
| American Legion brilliant orange scarlet, H.C., R.H.S..... | .60 | 5.00 |
| Choice Mixed | .55 | 4.50 |

ROCK GARDEN ANNUALS

| | | |
|--|-----|------|
| W-F Choice Blend. A carefully proportioned blend of many different kinds of the lowest growing annuals proved to be the most desirable for sowing in rock gardens..... | .60 | 5.00 |
|--|-----|------|

ROCK GARDEN PERENNIALS

| | | |
|---|------|-------|
| W-F Choice Blend. Made up by blending together several very low growing varieties of hardy perennials that grow well from seed sowed directly into the rock garden..... | 1.50 | 15.00 |
|---|------|-------|

RUDBECKIA

Annual—3 ft.—80,000 seeds per oz.

| | | |
|---|------|-------|
| Gloriosa Daisy, giant blooms, 7 inches across in yellow, mahogany and bi-colors | 2.50 | 25.00 |
|---|------|-------|

WALLER FLOWERSEED COMPANY

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

SALPIGLOSSIS

Painted Tongue—Annual—3 ft.—125,000 seeds per oz.

| | | |
|--|--------|--------|
| Emperor Choice Mixed Colors, (Superbissima)..... | \$1.00 | \$8.00 |
|--|--------|--------|

SCABIOSA

Old Maids Pincushion—5,000 seeds per oz.

W-F SPECIAL STRAINS

ANNUAL DOUBLE VARIETIES

Much larger flowers almost completely ball-shaped in more clear and brighter colors. The plants are taller, more vigorous with strong, wiry stems.

| | | | |
|------------|--|--------|---------|
| W-F | Black Knight. Extra large deep reddish black shades..... | \$1.00 | \$10.00 |
| | Coral Moon, large salmon rose shades..... | 1.00 | 10.00 |
| W-F | Loveliness, large salmon rose shades..... | 1.00 | 10.00 |
| W-F | Orchid Shades | 1.00 | 10.00 |
| W-F | Oxford Blue. Rich, deep campanula blue shades..... | 1.00 | 10.00 |
| W-F | Peach Blossom, two toned, blush to rose shades..... | 1.00 | 10.00 |
| W-F | Rosette, fiery cherry red shades..... | 1.00 | 10.00 |
| W-F | Salmon Beauty. Salmon shades..... | 1.00 | 10.00 |
| W-F | Shasta Improved. Enormous pure white..... | 1.00 | 10.00 |
| W-F | Giant Hybrids, mixed colors produced from a fine field grown planting made from a carefully proportioned formula of choicest giant flowered varieties..... | .85 | 7.00 |

PERENNIAL SINGLE VARIETIES

| | | |
|---|------|-------|
| Caucasica House's Hybrids, colors range from dark blue to lavender, 2½ ft..... | 4.00 | 40.00 |
| “ Lavender-Blue (Perfecta) | 4.00 | 40.00 |
| “ White | 4.00 | 40.00 |
| “ Choice Mixed Colors..... | 3.00 | 30.00 |
| Columbaria Delicate Lavender, 2 ft..... | 5.00 | 50.00 |

WHOLESALE GROWERS AND BREEDERS

| Flower | Price | Price |
|--------|---------|---------|
| Seeds | per oz. | per lb. |

SOLANUM

Jerusalem Cherry—Greenhouse Plant

Ball Christmas Cherry (Hlavacek's Masterpiece) finest compact

strain, large red upright fruit..... \$2.00 \$20.00

STATICE

Sea Lavender—Sea Pink

ANNUAL BONDUELLI

Golden Yellow, 2½ ft.—375 heads per oz.50 3.00

ANNUAL SINUATA, 3 ft.—375 heads per oz.

Heavenly Blue. New bright clear sky blue..... .50 3.00

Lavender Queen50 3.00

Market Grower's Blue (Kampf's Deep Blue)..... .50 3.00

Rosea Superba50 3.00

Snowwitch, tall pure white..... .50 3.00

New Superb Hybrids, new colors..... .50 2.50

Mixed Colors50 3.00

PERENNIAL

Perezii, rich blue clusters of bloom, 3 ft.—700 heads per oz. 1.50 15.00

WALLER FLOWERSEED COMPANY

"The World's Best Double Stocks"

TRYSONIC STOCK

18,000 seeds per oz.

Available to the trade only in sealed plain manila packets which do not bear our name. $\frac{1}{2}$ oz., 1 oz., $\frac{1}{4}$ lb. sizes will be put up to your order. An order for less than $\frac{1}{2}$ oz. will be packed and sealed at the total quantity ordered, otherwise we will not effect a numerical breakdown of less than $\frac{1}{2}$ oz. lots.

Based on studies commenced by Dr. H. B. Frost at Cornell University in 1915, and furthered through consultation with our late co-founder Dr. J. H. Franklin during the '20s, the genetic theory of Trysonic doubles in Stocks was developed and proven by 1930 to be capable of producing 85% doubleness from seed.

In addition to this desirable trait, the percentage of any planting can be increased up to 100% at the four-leaf seedling stage as at this period of growth the young singles are noticeably weaker and can be readily distinguished from the vigorous double flowering plants.

For proper handling, we have leaflets available for general distribution to grower trade, giving our recommendations to obtain proper results.



TRYSONIC 7 WEEK STOCK

THE EARLIEST GARDEN STOCK EVER DEVELOPED

WHOLESALE GROWERS AND BREEDERS

| Flower Seeds | "The World's Best Double Stocks" | Price per oz. | Price per lb. |
|-----------------|----------------------------------|------------------|------------------|
|-----------------|----------------------------------|------------------|------------------|

TRYSOMIC STOCK

18,000 seeds per oz.

7 WEEK, (Dwarf Double), 18 in.

Earliest Stock ever developed, noted in trials for its high performance in areas where heretofore Stocks were not considered a garden item.

The plant first throws a central spike of bloom some 6 inches or more in height, then goes on to produce numerous side branches throughout its growing period, eventually forming an attractive branching plant from 12 to 15 inches in height. A brilliant color range from white through pink and rose, deep crimson, dark blue and purple.

Under normal conditions, it will bloom in flats or pots for bedding plant sale.

| | | | |
|------------|------------------------------|---------|-------|
| W-F | American Beauty Red..... | \$10.00 | |
| W-F | Azure Blue | 10.00 | |
| W-F | Bright Rose | 10.00 | |
| W-F | Fiery Red | 10.00 | |
| W-F | Lilac Lavender | 10.00 | |
| W-F | Navy Blue | 10.00 | |
| W-F | Rose and White Bi-color..... | 10.00 | |
| W-F | White | 10.00 | |
| W-F | Choice Blend of Colors..... | 10.00 | |

GIANT IMPERIAL, 2½ ft.

| | | | |
|------------|-----------------------------|-------|-------|
| W-F | American Beauty Red..... | 10.00 | |
| W-F | Apricot | 10.00 | |
| W-F | Azure Blue | 10.00 | |
| W-F | Bright Rose | 10.00 | |
| W-F | Canary Yellow | 10.00 | |
| W-F | Chamois, buff pink | 10.00 | |
| W-F | Fiery Red | 10.00 | |
| W-F | Flesh Pink | 10.00 | |
| W-F | Lilac Lavender | 10.00 | |
| W-F | Navy Blue | 10.00 | |
| W-F | Salmon Pink | 10.00 | |
| W-F | White | 10.00 | |
| W-F | Choice Blend of Colors..... | 10.00 | |

COLUMN, (Double Giant Excelsior), 3 ft.

| | | | |
|------------|--|-------|-------|
| W-F | Pacific Pink, pure pink, new high double version of regular strain | 10.00 | |
|------------|--|-------|-------|

WALLER FLOWERSEED COMPANY

| Flower Seeds | "The World's Best Double Stocks" | Price per oz. | Price per lb. |
|-----------------|----------------------------------|------------------|------------------|
|-----------------|----------------------------------|------------------|------------------|

STOCKS

Matthiola—Gilliflower—Annual—18,000 seeds per oz.

For many years W-F has been the world's leading grower and introducer of the finest strains of Double Stocks. Our method for maintaining doubleness assures you of only "High-Percent Double" Stocks, and our selection of varieties includes only those proven to be the most desirable.

As long ago as 1932 we received fifteen various awards from The Royal Horticultural Society of Great Britain for our doubleness and trueness of our Stocks. Every year we continue to carry on the immense amount of detail work necessary to maintain our foremost position.

DWARF TEN WEEK, (Double Large Flowering), 1 ft.

Ten Week Stocks are so named because they bloom in approximately ten weeks after planting. They are excellent for low growing borders and some bedding work.

| | | |
|---|--------|---------|
| Azure Blue, (Light Blue)..... | \$1.25 | \$12.00 |
| Blood Red | 1.25 | 12.00 |
| Brilliant Rose, (Carmine Pink)..... | 1.25 | 12.00 |
| Canary Yellow, (Deep Cream)..... | 1.25 | 12.00 |
| Crimson | 1.25 | 12.00 |
| Dark Blue, (Purple) | 1.25 | 12.00 |
| Deep Rose, (Carmine) (Rose)..... | 1.25 | 12.00 |
| Flesh, (Pale Pink) | 1.25 | 12.00 |
| Lavender | 1.25 | 12.00 |
| Pansy Violet, (Deep Purple)..... | 1.25 | 12.00 |
| White | 1.25 | 12.00 |
| W-F Formula Blend. A superior Mixture blended from the brightest colors of the above varieties, all separately grown | 1.00 | 10.00 |
| Choice Mixed Colors, very double..... | 1.00 | 8.00 |

WHOLESALE GROWERS AND BREEDERS

| Flower Seeds | "The World's Best Double Stocks" | Price per oz. | Price per lb. |
|-----------------|----------------------------------|------------------|------------------|
|-----------------|----------------------------------|------------------|------------------|

EARLY GIANT IMPERIAL, (Double Improved Bismarck)

An especially meritorious class of branching habit. Very early blooming and producing a high percentage of doubles, 2½ ft. Suitable for greenhouse culture or growing out of doors.

| | | | |
|------------|---|--------|---------|
| W-F | Antique Copper, Hellebore red..... | \$1.00 | \$10.00 |
| | Blood Red, (Crimson) (P.B. Blood Red)..... | 1.00 | 10.00 |
| | Blush, (Apple Blossom) | 1.00 | 10.00 |
| W-F | Buttercup, (Golden Yellow) | 1.00 | 10.00 |
| | Canary Yellow, (Golden Ball) (P.B. Canary Yellow), bright yellow | 1.00 | 10.00 |
| | Chamois, ivory, tinted old rose..... | 1.00 | 10.00 |
| | Chamois Rose | 1.00 | 10.00 |
| | Dark Blue, (P.B. Violet) (Sapphire)..... | 1.00 | 10.00 |
| W-F | Elk's Pride, a royal purple..... | 1.00 | 10.00 |
| | Fiery Blood Red..... | 1.00 | 10.00 |
| | Flesh, (P.B. Flesh), pale pink..... | 1.00 | 10.00 |
| W-F | Heatham Beauty, (Golden Rose) (P.B. Heatham Beauty), rose shaded rich salmon..... | 1.00 | 10.00 |
| | Lavender, (P.B. Queen of Belgians) (P.B. Lavender) (Silvery Lilac) (Empress Augusta Victoria)..... | 1.00 | 10.00 |
| | Lilac, (P.B. Pale Blue)..... | 1.00 | 10.00 |
| | Rose, (P.B. Rose), deep rose pink..... | 1.00 | 10.00 |
| | Santa Maria, giant white with tall center spike..... | 1.00 | 10.00 |
| W-F | Shasta, (P.B. Snowdrift), pure white..... | 1.00 | 10.00 |
| | W-F Formula Blend. A most excellent mixture made from carefully chosen separate varieties to assure the best pro- portion of distinct colors..... | 1.00 | 9.00 |
| | Choice Mixed Colors, very double..... | 1.00 | 8.00 |

GIANTS OF CALIFORNIA AND SUPER GIANT IMPERIAL

We recommend our Early Giant Imperial strains.

PERPETUAL BRANCHING, (Double Giant Perfection)

We recommend our Early Giant Imperial strains. We have noted the Perpetual Branching color similar to the Giant Imperial above. Early Giant Imperial strains, as listed by us, were developed from Perpetual Branching types, and can be considered Early Improved Perpetual Branching Stock. Therefore, we feel there is no further need for the Perpetual Branching classification, and our pricing has been adjusted accordingly.

WALLER FLOWERSEED COMPANY

| Flower Seeds | “The World’s Best Double Stocks” | Price per oz. | Price per lb. |
|-----------------|----------------------------------|------------------|------------------|
|-----------------|----------------------------------|------------------|------------------|

BEAUTY OF NICE, (Double), 2 ft.

| | | |
|--|--------|---------|
| American Beauty, deep rose pink..... | \$1.00 | \$10.00 |
| Apricot Beauty | 1.00 | 10.00 |
| Aurora (Chamois) cream tinted pink..... | 1.00 | 10.00 |
| Canary Yellow (Monte Carlo)..... | 1.00 | 10.00 |
| Carmine Rose (Abundance)..... | 1.00 | 10.00 |
| Crimson (Souvenir de Monaco)..... | 1.00 | 10.00 |
| Deep Blue (Summer Night)..... | 1.00 | 10.00 |
| Flesh Pink (Beauty of Nice)..... | 1.00 | 10.00 |
| Light Blue (Cote d’Azure)..... | 1.00 | 10.00 |
| Lloyd George, large blood red..... | 1.00 | 10.00 |
| Old Rose (Belle de Naples) H.C., R.H.S..... | 1.00 | 10.00 |
| Pale Violet (Parma Violet)..... | 1.00 | 10.00 |
| Rosy Lilac (Queen Alexandra)..... | 1.00 | 10.00 |
| Salmon Rose (Salmon King) H.C., R.H.S..... | 1.00 | 10.00 |
| White Shaded Pink (Almond Blossom)..... | 1.00 | 10.00 |
| White (Mont Blanc) | 1.00 | 10.00 |
| W-F Formula Blend. A rich mixture especially made by using the best of the separate varieties in proper proportion..... | 1.00 | 9.00 |
| Choice Mixed Colors..... | 1.00 | 8.00 |

EMPEROR, (Double Brompton), 2 ft.

| | | |
|---|------|-------|
| Early Harbinger Improved, mixed colors. Usually grown as a biennial for winter flower..... | 2.50 | 25.00 |
|---|------|-------|

WHOLESALE GROWERS AND BREEDERS



Abundant double blooms

WALLER FLOWERSEED COMPANY

| Flower Seeds | "The World's Best Double Stocks" | Price per oz. | Price per lb. |
|---|---|------------------|------------------|
| IMPROVED COLUMN, (Double Giant Excelsior), 3 ft. | | | |
| W-F | American Beauty Select. New and deeper selection..... | \$5.00 | \$50.00 |
| | Apple Blossom, Blush pink..... | 5.00 | 50.00 |
| | Avalanche. New early white..... | 5.00 | 50.00 |
| | Ball's Apricot No. 24. Deeper shade..... | 5.00 | 50.00 |
| | Ball's Pink No. 11, rose pink..... | 5.00 | 50.00 |
| | Ball's Purple No. 21 (Purple Heart)..... | 5.00 | 50.00 |
| | Ball's Rose Improved No. 14. New intense bright rose pink, deeper than No. 22..... | | |
| | Ball's Ruby Improved No. 8, crimson..... | | |
| | Ball's Supreme No. 22, deep silvery rose..... | | |
| | Ball's White No. 16..... | | |
| | Chamois Pink Improved No. 9..... | | |
| W-F | Enchantress Pink. Large flowered vigorous deep blush pink..... | | |
| | Gardenia, glistening white..... | | |
| | Illusion, scarlet red | | |
| | Lilac Lavender No. 1 Deep. Slightly deep selection..... | | |
| | Malmaison Pink Improved No. 7. Warm blush pink..... | | |
| W-F | Pacific Blue, new clear mid-blue..... | | |
| W-F | Pacific Crimson | | |
| W-F | Pacific Pink. First pure true pink Stock, outstanding under arti- ficial light..... | | |
| W-F | Pacific Yellow, new early yellow, superior to Yellow Wonder.... | | |
| W-F | Shell Pink (Blush). New light pink, early..... | 5.00 | 50.00 |
| | Silvery Lilac, (Lilac Lavender No. 1)..... | 5.00 | 50.00 |
| W-F | Twilight Lavender. A new deeper lavender, darker than Lilac Lavender No. 1 Deep. Wonderful under artificial light..... | 5.00 | 50.00 |
| | White Christmas, earlier than Avalanche 1000..... | 5.00 | 50.00 |
| W-F | White Goddess, new brilliantly early white, perfect stems for cut flower marketing and shipping..... | 5.00 | 50.00 |
| | White Supreme, excellent new white..... | 5.00 | 50.00 |
| W-F | Yellow Wonder, deep creamy yellow..... | 5.00 | 50.00 |
| | W-F Formula Blend. A choice mixture of all varieties..... | 2.50 | 25.00 |

PRICE CORRECTION
ALL COLUMN STOCK VARIETIES
\$30.00 per lb.
\$3.00 per oz.

WHOLESALE GROWERS AND BREEDERS



Unsurpassed Sweet Peas

WALLER FLOWERSEED COMPANY

Sweet
Peas

Price
per lb.

SWEET PEAS

Lathyrus odoratus—Annual Climber—340 seeds per oz.

Sweet Peas are the largest single selling item in our production. We feel this is due in great part to the very special attention given Sweet Peas in our breeding work and production program, as well as our carefully selected list.

We have indicated the preferable variety by use of a solid dot. •

NEW EARLY MULTIFLORA VARIETIES

Six to seven blooms are not uncommon under proper cultivation. Extremely vigorous vines with long sturdy stems.

Beauty Rose, rose (white ground)..... \$2.00

W-F

•Blaze Supreme, brilliant scarlet rose..... 2.00

•Blue Wonder, medium blue..... 2.00

Christmas Red, carmine rose..... 2.00

W-F

•Cranberry Red, (Kris Kringle), crimson..... 2.00

W-F

Deep Elk's Purple, deep purple, new 1959 crop..... 2.00

Deep Rose, (Brilliant Rose), deep rose pink (white ground)..... 2.00

El Capitan, (Rose Glory), light carmine rose..... 2.00

Elk's Purple, purple 2.00

•Geo. J. Ball, (Dandy) (Salmon Pink), salmon rose pink (cream ground) 2.00

Jack Frost, white (black seeded)..... 2.00

•Lavender 2.00

Lilac Beauty 2.00

Moonglow, cream (black seeded) 2.00

•Orange Cerise, (Daybreak), salmon rose (cream ground)..... 2.00

Orchid, deep lavender 2.00

Rose, (Medium Rose Pink) (Candleglow) rose pink (white ground) 2.00

W-F

•Shirley Temple, rose pink (white ground), new 1959 crop..... 2.00

Whirlwind, (Light Rose Pink) (Rose Queen), cream pink (white ground) 2.00

•White, (Easter Parade) (white seeded)..... 2.00

W-F Formula Mixed Colors, especially grown from separate colors, proportioned according to our formula for maintaining the best color balance 1.90

Choice Mixed Colors, includes very wide range of colors..... 1.60

WHOLESALE GROWERS AND BREEDERS

| Sweet Peas | Price per lb. |
|---------------|------------------|
|---------------|------------------|

EARLY FLOWERING SPENCER VARIETIES

Still the finest florist Early Flowering Sweet Pea due to the excellent color range, form of bloom.

| | | |
|------------|---|--------|
| | •American Beauty, carmine rose..... | \$2.00 |
| W-F | •Amethyst, purple | 2.00 |
| | •Ball Orange Improved, orange..... | 2.00 |
| W-F | Celestial, salmon rose (cream ground)..... | 2.00 |
| | •Colossal Lavender No. 1746, lavender..... | 2.00 |
| | Daphne, light salmon pink (cream ground)..... | 2.00 |
| W-F | •Florist Blue, medium blue..... | 2.00 |
| | •Helen Hayes, light salmon rose (cream ground)..... | 2.00 |
| | Hope, white (black seeded)..... | 2.00 |
| | •Kate Smith, scarlet | 2.00 |
| | Memory, lavender | 2.00 |
| | Mrs. H. S. Reddick, light rose pink (cream ground)..... | 2.00 |
| | Oriental, cream (black seeded)..... | 2.00 |
| W-F | Othello, maroon | 2.00 |
| W-F | •Red Giant, crimson | 2.00 |
| | Sequoia, salmon rose pink (cream ground)..... | 2.00 |
| W-F | •Shirley Temple, rose pink (white ground)..... | 2.00 |
| W-F | Skippy, salmon (cream ground)..... | 2.00 |
| | Triumph, mauve | 2.00 |
| | •White Giant (white seeded)..... | 2.00 |
| | W-F Formula Mixed Colors, especially grown from separate colors, proportioned according to our own formula for maintaining the best color balance | 1.90 |
| | Choice Mixed Colors..... | 1.60 |

WALLER FLOWERSEED COMPANY

| Sweet Peas | Price per lb. |
|---------------|------------------|
|---------------|------------------|

NEW CUTHBERTSON FLORIBUNDA VARIETIES

The amazing reception of the Floribunda varieties the past few years has resulted in the virtual elimination of the regular Cuthbertson types. The Floribundas provide more bloom under comparable conditions, greater perfection of flower form combined with typical mid season heat resistance. Vigorous and long stemmed.

To simplify your choice, we have combined the few remaining regular Cuthbertson colors in this listing, and have so indicated them. As rapidly as duplicating colors are available, we will eliminate these regular varieties.

Our choice of best color varieties is indicated below by a dot in front of the variety name.

| | |
|--|--------|
| Ann , rose (white ground)..... | \$2.00 |
| Astrid , pale lavender..... | 2.00 |
| Carol , rose pink (cream ground)..... | 2.00 |
| • Catherine , salmon rose (cream ground)..... | 2.00 |
| Connie , salmon pink (cream ground)..... | 2.00 |
| • Daisy , white (black seeded)..... | 2.00 |
| • Danny , dark blue | 2.00 |
| David , carmine rose..... | 2.00 |
| Eileen , light rose pink (cream ground)..... | 2.00 |
| • Evelyn , salmon (cream ground)..... | 2.00 |
| • Flora , rose (white ground)..... | 2.00 |
| Frances , light salmon pink (cream ground)..... | 2.00 |
| • Frank G. , deep lavender..... | 2.00 |

WHOLESALE GROWERS AND BREEDERS

| Sweet Peas | Price per lb. |
|---|------------------|
| NEW CUTHBERTSON FLORIBUNDA VARIETIES—Continued | |
| Hazel, light blue | \$2.00 |
| Jennie, white (white seeded)..... | 2.00 |
| •Jimmy, (regular strain), scarlet..... | 2.00 |
| Joan, blush pink and picotee (cream ground)..... | 2.00 |
| Joy, light salmon pink (cream ground)..... | 2.00 |
| •Kenneth, crimson | 2.00 |
| •Liza, maroon | 2.00 |
| •Lois, rose pink (white ground)..... | 2.00 |
| Mac, crimson | 2.00 |
| Marion, (regular strain), cream (black seeded)..... | 2.00 |
| Nancy, cream, flushed salmon (cream ground)..... | 2.00 |
| •Peggy, mauve | 2.00 |
| •Robert, blue (lavender cast)..... | 2.00 |
| •Ronnie, (regular strain), orange..... | 2.00 |
| •Ruth, deep rose pink (white ground)..... | 2.00 |
| Tommy, (regular strain), medium blue..... | 2.00 |
| William, blush pink and picotee (white ground)..... | 2.00 |
| W-F Formula Mixed Colors, all rich colors so typical of our Sweet Pea blends, proportioned according to a formula perfected over many years to give the widest possible range of color in proper proportion and color balance..... | 1.90 |
| Choice Mixed Colors, wide range of colors in an economical package.... | 1.60 |

WALLER FLOWERSEED COMPANY

| Sweet Peas | Price per lb. |
|---------------|------------------|
|---------------|------------------|

NEW AND STANDARD SPENCER VARIETIES

| | |
|--|--------|
| Air Warden, orange pink..... | \$2.00 |
| •Ambition, lavender | 2.00 |
| •Capri, light blue | 2.00 |
| Carlotta, rose (white ground)..... | 2.00 |
| Cream Gigantic, (black seeded)..... | 2.00 |
| •Elizabeth Taylor, mauve | 2.00 |
| •Fortune, dark blue | 2.00 |
| Gaiety, bi-color rose pink and white..... | 2.00 |
| Geranium Pink, medium salmon rose (cream ground)..... | 2.00 |
| Gertrude Tingay, pale lavender..... | 2.00 |
| •Gigantic, white (black seeded)..... | 2.00 |
| King White, (white seeded)..... | 2.00 |
| •Mabel Gower, medium blue..... | 2.00 |
| Miss California, salmon cream pink (cream ground)..... | 2.00 |
| Mollie, deep salmon rose (cream ground)..... | 2.00 |
| •Monty, light rose pink (cream ground)..... | 2.00 |
| Mrs. C. Kay, pale lavender..... | 2.00 |
| Mrs. R. Bolton, salmon rose pink (cream ground)..... | 2.00 |
| Olympia, purple | 2.00 |
| Patricia Unwin, salmon (cream ground)..... | 2.00 |
| Piccadilly, salmon rose (cream ground)..... | 2.00 |
| •Pinkie, rose pink (white ground)..... | 2.00 |
| Pirate Gold, orange | 2.00 |
| •Princess Elizabeth, salmon (cream ground)..... | 2.00 |
| Prolific, light rose pink (cream ground)..... | 2.00 |
| Reconnaissance, blush pink and picotee (cream ground)..... | 2.00 |
| •Red Supreme, crimson..... | 2.00 |
| Smiles, deep salmon pink (cream ground)..... | 2.00 |
| Stylish, medium blue..... | 2.00 |
| Swan Lake, white (black seeded)..... | 2.00 |
| •Tangerine Improved, orange | 2.00 |
| Tell Tale, blush pink and picotee (white ground)..... | 2.00 |
| •Warrior, maroon | 2.00 |
| •Welcome, scarlet..... | 2.00 |
| What Joy, cream (white seeded)..... | 2.00 |
| Winston Churchill, crimson | 2.00 |

W-F

WHOLESALE GROWERS AND BREEDERS

| Sweet Peas | Price per oz. | Price per lb. |
|---------------|------------------|------------------|
|---------------|------------------|------------------|

SILVER GILT MEDAL MIXED COLORS

Originated by our firm at the time of the Panama-Pacific International Exposition in San Francisco 1915, at which time the Silver Gilt Medal of the American Sweet Pea Society was presented to our firm for a display of Sweet Peas at this Exposition. Blended from a proven and constantly improved formula, this Mixture has signified quality in mixed Sweet Peas for over forty years.

Price per lb. \$1.80

Choice Mixed Colors, finest field grown mixture obtainable, all varieties in proper color balance..... \$1.60

SPECIAL MIXTURES

Unwin's Striped (Butterfly Hybrids), a gay and interesting blend of variegated colors, exceedingly novel..... 2.00

CUPID CUTHBERTSON, 6 inches

Color Carpet, new heat resistant strain in wide color range replacing obsolete Grandiflora and Spencer mixtures in this type \$0.50 5.00

SPENCER BUSH TYPE

| | | |
|---|------|-------|
| Boy Blue, medium blue..... | 2.50 | 25.00 |
| Caprice, red maroon | 2.50 | 25.00 |
| Coquette, red rose | 2.50 | 25.00 |
| Heidi, bright rose | 2.50 | 25.00 |
| Pansy Face, bicolor pink and white..... | 2.50 | 25.00 |
| Pollyanna, cream | 2.50 | 25.00 |
| Sinbad, dark blue | 2.50 | 25.00 |
| Snowflake, white | 2.50 | 25.00 |
| W-F Formula Mixed Colors..... | 1.50 | 15.00 |
| Little Sweetheart , mixed colors, of this new and different class of Sweet Pea, upright plants, 8 inches high from a perfectly rounded bush..... | | |
| | 1.25 | 10.00 |

WALLER FLOWERSEED COMPANY

SWEET PEA COLOR CLASSIFICATION

This new Color Classification includes the new Multifloras and Cuthbertson Floribundas, and we feel should prove of great help to you in clarifying what is now a complex listing of Sweet Peas.

Classification by type and season of bloom is lined up across the top of each page in order of earliness from left to right. Exact color groups are listed horizontally, and a few moments of reading will show you that you can easily compare colors within each different group across the page with certainty that each color group contains only identical colors.

| EARLY 15 weeks to bloom | EARLY MULTIFLORA 15 weeks to bloom | CUTHBERTSON FLORIBUNDA & CUTHBERTSON* 17 weeks to bloom | LATE SPENCER 19 weeks to bloom |
|--|---|---|---|
| WHITE (BLACK SEEDED) | | | |
| Hope | Jack Frost | Daisy | Gigantic Swan Lake |
| WHITE (WHITE SEEDED) | | | |
| White Giant | White | Jennie | King White |
| CREAM (BLACK SEEDED) | | | |
| Oriental | Moonglow | *Marion | Cream Gigantic |
| CREAM (WHITE SEEDED) | | | |
| | | | What Joy |
| BLUSH PINK AND PICOTEE (WHITE GROUND) | | | |
| | | William | Tell Tale |
| CREAM PINK (WHITE GROUND) | | | |
| | Whirlwind | | |
| LIGHT ROSE PINK (CREAM GROUND) | | | |
| Mrs. H. S. Reddick | | Eileen | Prolific Monty |
| ROSE PINK (CREAM GROUND) | | | |
| | | Carol | |
| ROSE PINK (WHITE GROUND) | | | |
| Shirley Temple | Rose Shirley Temple | Lois | Pinkie |
| SALMON ROSE PINK (CREAM GROUND) | | | |
| Sequoia | Geo. J. Ball | | Mrs. R. Bolton |

WHOLESALE GROWERS AND BREEDERS

SWEET PEA COLOR CLASSIFICATION—Continued

| EARLY 15 weeks to bloom | EARLY MULTIFLORA 15 weeks to bloom | CUTHBERTSON FLORIBUNDA & CUTHBERTSON* 17 weeks to bloom | LATE SPENCER 19 weeks to bloom |
|---------------------------------------|---|---|---|
| DEEP ROSE PINK (WHITE GROUND) | Deep Rose | Ruth | |
| ROSE (WHITE GROUND) | Beauty Rose | Ann Flora | Carlotta |
| LIGHT CARMINE ROSE | El Capitan | | |
| CARMINE ROSE | American Beauty | Christmas Red | David |
| BLUSH PINK AND PICOTEE (CREAM GROUND) | | Joan | Reconnaissance |
| CREAM, FLUSHED SALMON (CREAM GROUND) | | Nancy | |
| SALMON CREAM PINK (CREAM GROUND) | | | Miss California |
| LIGHT SALMON PINK (CREAM GROUND) | Daphne | Frances Joy | |
| SALMON (CREAM GROUND) | Skippy | Evelyn | Patricia Unwin Princess Elizabeth |
| SALMON PINK (CREAM GROUND) | | Connie | |
| DEEP SALMON PINK (CREAM GROUND) | | | Smiles |
| LIGHT SALMON ROSE (CREAM GROUND) | Helen Hayes | | |
| MEDIUM SALMON ROSE (CREAM GROUND) | | | Geranium Pink |
| SALMON ROSE (CREAM GROUND) | Celestial | Orange Cerise | Catherine Piccadilly |
| DEEP SALMON ROSE (CREAM GROUND) | | | Mollie |
| ORANGE PINK | | | Air Warden |

WALLER FLOWERSEED COMPANY

SWEET PEA COLOR CLASSIFICATION—Continued

| EARLY 15 weeks to bloom | EARLY MULTIFLORA 15 weeks to bloom | CUTHBERTSON FLORIBUNDA & CUTHBERTSON* 17 weeks to bloom | LATE SPENCER 19 weeks to bloom |
|-------------------------------------|---|---|---|
| ORANGE | | | |
| Ball Orange Imp. | | *Ronnie | Pirate Gold Tangerine Improved |
| SCARLET ROSE | | | |
| | Blaze Supreme | | |
| SCARLET | | | |
| Kate Smith | | *Jimmy | Welcome |
| CRIMSON | | | |
| Red Giant | Cranberry Red | Kenneth | Red Supreme Winston Churchill |
| LIGHT BLUE | | | |
| | | Hazel | Capri |
| MEDIUM BLUE | | | |
| Florist Blue | Blue Wonder | *Tommy | Mabel Gower Stylish |
| BLUE (LAVENDER CAST) | | | |
| | | Robert | |
| DARK BLUE | | | |
| | | Danny | Fortune |
| PALE LAVENDER | | | |
| | | Astrid Frank G. | Mrs. C. Kay Gertrude Tingay |
| LAVENDER | | | |
| Memory | Lavender | | Ambition |
| Col. Lavender No. 1746 | | | |
| DEEP LAVENDER | | | |
| | Orchid | | |
| MAUVE | | | |
| Triumph | Lilac Beauty | Peggy | Elizabeth Taylor |
| PURPLE | | | |
| Amethyst | Elk's Purple | | Olympia |
| DEEP PURPLE | | | |
| | Deep Elk's Purple | | |
| MAROON | | | |
| Othello | | Liza Mac | Warrior |
| ROSE PINK AND WHITE BI-COLOR | | | |
| | | | Gaiety |

WHOLESALE GROWERS AND BREEDERS

Flower
Seeds

Price Price
per oz. per lb.

SWEET WILLIAM

Dianthus Barbatus—31,000 seeds per oz.



Gay combinations of crimson, ruby, deep rose pink and white on self, zoned and edged flowers. Four to six inches in height, blooming outdoors seven to eight weeks after planting. Can be forced in greenhouse in six weeks to first bloom. Compact and ideal as an edging plant, a welcome variation from the usual blues, violets, and white edging plants. Seed should be sown in place, and not thinned or transplanted, not more than one inch apart.

Price per oz. \$4.00; per lb. \$40.00



Dwarf Alpine Mixed (Indian Carpet), 4 in., per oz. \$2.50, per lb. \$25.00

TITHONIA

Golden Flower of the Incas—Annual—2,800 seeds per oz.

Torch, orange scarlet, single, B.M., A.A.S., 4 ft..... \$1.00 \$10.00

WALLER FLOWERSEED COMPANY

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

TRITOMA

Red Hot Poker—Perennial—22,400 seeds per oz.

| | | |
|---|--------|---------|
| Hybrida Mirabilis, blooms first year..... | \$1.20 | \$12.00 |
|---|--------|---------|

VERBENA

Vervain—Annual—10,000 seeds per oz.

MULTIFLORA, (Hybrida Grandiflora Improved), 1 ft.

| | | | |
|------------|--|------|-------|
| W-F | Firelight, (Spectrum Red) (Vivid), brilliant solid red without eye, preferable to Lucifer..... | 1.80 | 18.00 |
| W-F | Roselight, (Luminosa), rose with white eye..... | 1.80 | 18.00 |
| W-F | Salmon Queen, (Giant Salmon Pink), bright salmon, small cream eye | 1.80 | 18.00 |
| W-F | Snow White, (white) | 1.80 | 18.00 |
| W-F | Starlight, (Royale), blue, cream eye..... | 1.80 | 18.00 |
| W-F | Choice Blend of Colors, formula of above colors..... | 1.75 | 17.50 |

HYBRIDA GRANDIFLORA (Giants), 1 ft.

| | | | |
|------------|---|------|-------|
| W-F | Beauty of Oxford Hybrid, rose pink..... | 1.80 | 18.00 |
| | Blue Shades | 1.80 | 18.00 |
| W-F | Lavender Glory, large lavender with medium sized creamy white eye, variable, 75% true to color..... | 1.80 | 18.00 |
| | Marilyn, fiery cerise scarlet, cream eye..... | 1.80 | 18.00 |
| | Pink and Rose Shades..... | 1.80 | 18.00 |
| | Sparkle, dwarf compact red, white eye..... | 1.80 | 18.00 |
| | Sutton's Blue, large flowered tall deep royal blue without eye.... | 1.80 | 18.00 |
| | W-F Formula Blend, proper proportions of all above varieties including Multifloras | 1.75 | 17.50 |
| | Choice Mixed Colors, field grown..... | 1.20 | 12.00 |

HYBRIDA (Mammoth), small flowered, 1 ft.

| | | |
|--|------|-------|
| Ideal Florist Strain, mixed colors in an exceptionally fine spreading and low growing habit..... | 1.20 | 12.00 |
|--|------|-------|

EARLY DWARF UPRIGHT, 8 in.

| | | | |
|------------|--|------|-------|
| W-F | Rainbow Strain, mixed colors, earliest of all Verbenas, blooms in flats. Specially designed for the bedding plant trade. This is the plant grower's dream in a wide and unusual range of colors, and featuring the early blooming center spike which places it weeks ahead of any other Verbena..... | 1.75 | 17.50 |
|------------|--|------|-------|

WHOLESALE GROWERS AND BREEDERS



Violas unsurpassed for size and quality of bloom.

WALLER FLOWERSEED COMPANY

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

VIOLAS

Tufted Pansy—Biennial—Annual—6 in.—25,000 seeds per oz.



F2 HYBRID VIOLA

An F2 Hybrid Viola Mixture produced by the same method so successful in producing our famous hybrid Pansies.

Huge full round and rich two-inch blooms, gracefully waved, and borne profusely with typical hybrid vigor on sturdy compact plants.

Pure colors and combinations of mahogany red, gold, apricot, blue, purple, violet black and white.

Bred from our well-known large flowered strains, and combined with the finest of Scottish Exhibition types. Hybrid vigor gives this combination outstanding appeal.

Price per oz. \$6.25; per lb. \$62.50

W-F SPECIAL LARGE FLOWERING STRAINS

W-F Violas have been bred for size of bloom, trueness to color and free flowering characteristics. Unsurpassed in the trade, and recognized the world over as the standard of quality in Violas.

| | Price | |
|---|---------|---------|
| | Per oz. | Per lb. |
| Arkwright Ruby, rich ruby crimson shading to terra cotta | \$4.50 | \$45.00 |
| Blue Butterfly, deep blue with white wings..... | 4.50 | 45.00 |
| Blue Perfection, medium clear blue..... | 3.50 | 35.00 |
| Chantreyland, huge pure apricot..... | 4.50 | 45.00 |
| Firmament, slightly smaller flowered, pure sky blue.. | 7.00 | 70.00 |
| Lutea Splendens, large canary yellow..... | 3.50 | 35.00 |
| White Perfection, huge pure white..... | 3.50 | 35.00 |
| W-F Formula Blend, gay crystal clear colors in delightful combination | 3.50 | 35.00 |
| Choice Mixed Colors, above varieties in pleasing proportion | 3.00 | 30.00 |

Johnny Jump-Up, (Helen Mount), bicolor purple and yellow,
small flowered, prolific bloomer..... \$6.00 \$60.00

WHOLESALE GROWERS AND BREEDERS

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

WALLFLOWER

Gilliflower—Annual—1 ft.—15,000 seeds per oz.

| | | |
|--------------------------|--------|--------|
| Choice Mixed Colors..... | \$0.60 | \$5.00 |
|--------------------------|--------|--------|

ZINNIA

Youth and Old Age—Annual

DAHLIA FLOWERED, 3 ft.—2,800 seeds per oz.

| | | |
|--------------------------|-----|------|
| Choice Mixed Colors..... | .80 | 6.50 |
|--------------------------|-----|------|

CALIFORNIA GIANT, 3 ft.—2,800 seeds per oz.

| | | |
|--------------------------|-----|------|
| Choice Mixed Colors..... | .80 | 6.50 |
|--------------------------|-----|------|

LILLIPUT, 1½ ft.—4,600 seeds per oz.

| | | |
|--------------------------|-----|------|
| Choice Mixed Colors..... | .80 | 6.50 |
|--------------------------|-----|------|

GIANT CACTUS FLOWERED, 3 ft.—3,200 seeds per oz.

| | | |
|----------------------------|-----|------|
| Burpee Giant Hybrids | .75 | 6.00 |
|----------------------------|-----|------|

SPECIAL FLOWERSEED BLENDS

| | | |
|--|-----|------|
| Bedding Garden Mixture, annuals under 2 ft..... | .50 | 4.00 |
| California Native Flower Blend, see page 20..... | .60 | 5.00 |
| Cut Flower Garden Mixture..... | .50 | 3.00 |
| Scatter Garden Mixture, all sorts..... | .50 | 3.00 |

WALLER FLOWERSEED COMPANY

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

JOBBERS SUPPLEMENT-SPOT ONLY

This Jobbers Supplement represents an innovation among the California flower seed growers. Heretofore, much seed, as you can appreciate, sold under California label has been purchased elsewhere, and in many cases imported. We have disliked this custom greatly, and have bent every effort toward a solution, but as you can appreciate, it has not been a problem that could be solved overnight. However, over the past ten years we have gradually increased our sale on our own production items to the point that those on the following pages represent such a small part of our business that these items should be separated from our production catalog.

We shall continue to carry spot supplies of these varieties at the prices indicated. We cannot accept contracts for them, but we can provide a measure of service by carrying an inventory of these items for rapid fill-ins, for those of you who wish us to handle import paper work, and perhaps most important of all, check these items in our trial grounds for quality, and in the laboratory for germination.

Seed listed in this section represents the best of both California and European production outside our production area.

We feel that our honest and sincere approach to this subject will meet with your approval, and hope it will increase our overall sales on our own production items.

| | | |
|---|-------------|---------|
| Amaranthus Tricolor | \$0.75 | \$ 6.00 |
| Arctotis Grandis | .75 | 6.00 |
| Asparagus Plumosus Nanus..... | 1.20 | 12.00 |
| Asparagus Sprengeri | 1.20 | 12.00 |
| Aster Powderpuffs | 2.25 | 22.50 |
| Aster Super Giant Mixed Colors..... | 2.50 | 25.00 |
| Aster Early Beauty Mixed Colors..... | 2.00 | 20.00 |
| Aster Early Giant Mixed Colors..... | 2.25 | 22.50 |
| Aster Early Royal Mixed Colors..... | 1.20 | 12.00 |
| Aster California Giant Sunshine Mixed Colors..... | 1.80 | 18.00 |
| Aster Princess Mixed Colors..... | 2.00 | 20.00 |
| Aster Queen of the Market Mixed Colors..... | 1.10 | 11.00 |
| Balloon Vine | .50 | 2.00 |
| Balsam Camellia-flowered Choice Mixed Colors..... | .50 | 4.00 |
| Balsam Bush-flowered Choice Mixed Colors..... | .75 | 6.00 |
| Beans Scarlet Runner..... | (5 lbs. for | 2.00) |
| Campanula Medium Calycanthema Dark Blue..... | 1.80 | 18.00 |
| Campanula Medium Calycanthema Light Blue..... | 1.80 | 18.00 |
| Campanula Medium Calycanthema Rose..... | 1.80 | 18.00 |
| Campanula Medium Calycanthema White..... | 1.80 | 18.00 |
| Celosia Cristata Tall Toreador..... | 1.50 | 15.00 |

WHOLESALE GROWERS AND BREEDERS

| Flower Seeds | Price per oz. | Price per lb. |
|---|------------------|------------------|
| JOBBER SUPPLEMENT-SPOT ONLY | | |
| Celosia Plumosa Golden Fleece..... | \$1.50 | \$15.00 |
| Celosia Plumosa Forest Fire..... | 1.00 | 9.00 |
| Celosia Plumosa Pampas Plume..... | .70 | 5.50 |
| Celosia Plumosa Choice Mixed..... | .50 | 3.50 |
| Centaurea Cyanus Jubilee Gem..... | .80 | 6.50 |
| Centaurea Imperialis Choice Mixed Colors..... | .60 | 5.00 |
| Chrysanthemum Maximum Leucanthemum Giant Double White (Diener's) | 5.00 | 50.00 |
| Clarkia Choice Mixed Colors..... | .50 | 3.50 |
| Cleome Pink Queen..... | .70 | 5.50 |
| Cleome Helen Campbell..... | .70 | 5.50 |
| Cobaea Scandens, Violet..... | 1.40 | 14.00 |
| Convolvulus Crimson Rambler..... | .50 | 1.50 |
| Convolvulus Major Mixed..... | .50 | 1.25 |
| Cosmos Hybrida Fiesta..... | .70 | 5.50 |
| Cosmos Hybrida Yellow Flare..... | .70 | 5.50 |
| Cosmos Hybrida Orange Flare..... | .70 | 5.50 |
| Cynoglossum Deep Ultramarine Blue..... | .50 | 1.00 |
| Cynoglossum Firmament | .50 | 1.50 |
| Dahlia Coltness Mixed Colors..... | .80 | 6.50 |
| Dahlia Giant Decorative Exhibition Hybrids..... | 6.00 | 60.00 |
| Dianthus Chinensis Double Choice Mixed..... | .50 | 4.00 |
| Dianthus Chinensis Single Choice Mixed..... | .50 | 3.00 |
| Dianthus Heddewigii Single Brilliant Mixed..... | .70 | 5.50 |
| Didiscus Coeruleus, blue..... | 1.40 | 14.00 |
| Didiscus Lace Veil, white..... | 1.50 | 15.00 |
| Euphorbia Variegata | .95 | 7.50 |
| Gaillardia Grandiflora Single Dazzler..... | 1.00 | 8.50 |
| Gaillardia Grandiflora Single Portola Hybrid..... | 1.00 | 8.50 |
| Gaillardia Grandiflora Single Monarch Strain Mixed Colors..... | .70 | 5.50 |
| Gaillardia Picta Double Lorenziana New Hybrids, Mixed Colors.... | .55 | 4.50 |
| Gaillardia Picta Double Lorenziana Gaiety (Sunshine), mixed colors | .55 | 4.50 |
| Gaillardia Picta Single Indian Chief..... | .60 | 5.00 |
| Gaillardia Picta Single Choice Mixed Colors..... | .50 | 4.00 |
| Geranium Zonale Choice Mixed Colors..... | 5.00 | 50.00 |
| Gerbera Jamesoni Hybrids. Per 1000 seeds \$2.75..... | 20.00 | 200.00 |
| Godetia Tall Double Grandiflora Mixed Colors..... | .55 | 4.50 |
| Godetia Duke of York, scarlet..... | 1.00 | 8.00 |
| Gomphrena Purple Buddy..... | .80 | 6.50 |
| Gourds Large Ornamental Sorts Mixed..... | .50 | 2.75 |

WALLER FLOWERSEED COMPANY

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

JOBBER SUPPLEMENT-SPOT ONLY

| | | |
|--|--------|---------|
| Gourds Small Ornamental Sorts Mixed..... | \$0.50 | \$ 2.75 |
| Gourds Large and Small Ornamental Sorts Mixed..... | .50 | 2.75 |
| Grevillea Robusta | 3.00 | 30.00 |
| Helianthus Sun Gold..... | .50 | 2.50 |
| Helichrysum Tall Choice Mixed Colors..... | .75 | 6.00 |
| Ipomoea Noctiflora White Moonflower..... | .50 | 3.00 |
| Ipomoea Noctiflora Giant Pink Moonflower..... | .50 | 3.00 |
| Ipomoea Quamoclit Cardinal Climber..... | .70 | 5.50 |
| Ipomoea Quamoclit Hearts and Honey..... | 1.80 | 18.00 |
| Ipomoea Quamoclit Cypress Vine, Scarlet..... | .55 | 4.50 |
| Ipomoea Quamoclit Cypress Vine, Choice Mixed Colors..... | .50 | 4.00 |
| Ipomoea Giant Flowering Blue Star..... | .50 | 4.00 |
| Ipomoea Giant Flowering Cornell..... | .60 | 5.00 |
| Ipomoea Giant Flowering Darling..... | .70 | 5.50 |
| Ipomoea Giant Flowering Imperialis Choice Mixed Colors..... | .50 | 4.00 |
| Ipomoea Giant Flowering Scarlett O'Hara..... | .50 | 2.00 |
| Kochia Childsii | .50 | 1.00 |
| Lantana Hybrida Mixed..... | 1.00 | 10.00 |
| Linaria Northern Lights..... | .50 | 3.50 |
| Linaria Fairy Bouquet..... | .55 | 4.50 |
| Linum Rubrum | .50 | 1.50 |
| Lupin Texas Blue Bonnet..... | .50 | 2.50 |
| Marvel of Peru Choice Mixed Colors..... | .50 | 1.00 |
| Matricaria Capensis Alba Plenissima..... | 1.40 | 14.00 |
| Matthiola Bicornis | .50 | 1.50 |
| Mignonette Reseda Odorata Grandiflora Improved..... | .50 | 2.00 |
| Nemesia Strumosa Grandiflora Suttoni Choice Mixed Colors..... | 1.40 | 14.00 |
| Nemesia Strumosa Nana Compacta Triumph, Mixed Colors..... | 2.20 | 22.00 |
| Nierembergia Purple Robe..... | 10.00 | 100.00 |
| Passiflora Edulis | 1.40 | 14.00 |
| Petunia Double Choice Mixed Colors 1/16 oz. \$28.00; ¼ oz. \$75.00 | 300.00 | |
| Phlox Drummondi Gigantea Art Shades..... | 1.50 | 15.00 |
| Phlox Drummondi Gigantea Red Glory..... | 3.00 | 30.00 |
| Phlox Drummondi Gigantea Rosy Morn..... | 3.00 | 30.00 |
| Phlox Drummondi Gigantea Salmon Glory..... | 3.00 | 30.00 |
| Phlox Drummondi Grandiflora Choice Mixed Colors..... | 1.00 | 10.00 |
| Phlox Drummondi Dwarf Cecily Choice Mixed Colors..... | 2.50 | 25.00 |
| Phlox Drummondi Dwarf Globe Choice Mixed Colors..... | 3.50 | 35.00 |
| Phlox Drummondi Dwarf Twinkle Star Mixed Colors..... | 3.00 | 30.00 |
| Poppy Iceland Amurense Yellow..... | 1.80 | 18.00 |
| Poppy Iceland The Emperor..... | 2.50 | 25.00 |

WHOLESALE GROWERS AND BREEDERS

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

JOBBERS SUPPLEMENT-SPOT ONLY

| | | |
|--|--------|---------|
| Portulaca Double Extra Select Mixed Colors..... | \$1.40 | \$14.00 |
| Portulaca Single Choice Mixed Colors..... | .70 | 5.50 |
| Portulaca Single and Double Choice Mixed Colors..... | 1.00 | 9.00 |
| Pyrethrum Robinson's Giant Hybrids..... | 2.20 | 22.00 |
| Salvia Scarlet Pygmy..... | 6.50 | 65.00 |
| Salvia St. John's Fire..... | 5.50 | 55.00 |
| Salvia Blaze of Fire..... | 5.00 | 50.00 |
| Salvia Zurich | 2.00 | 20.00 |
| Salvia Firebrand | 4.50 | 45.00 |
| Salvia America (Globe of Fire)..... | 2.00 | 20.00 |
| Salvia Bonfire | 1.60 | 16.00 |
| Salvia Splendens (Scarlet Sage)..... | 1.20 | 12.00 |
| Schizanthus Giant Flowering Hybrids Mixed Colors..... | 1.00 | 10.00 |
| Stock Virginian Mixed Colors..... | .50 | 2.00 |
| Sweet William Single Biennial Dark Crimson..... | .50 | 3.50 |
| Sweet William Single Biennial Holborn Glory..... | .50 | 3.50 |
| Sweet William Single Biennial Homeland..... | .50 | 3.50 |
| Sweet William Single Biennial Newport Pink..... | .50 | 3.50 |
| Sweet William Single Biennial Scarlet Beauty..... | .50 | 3.50 |
| Sweet William Single Biennial White..... | .50 | 3.50 |
| Sweet William Single Biennial Choice Mixed Colors..... | .50 | 2.75 |
| Sweet William Double Biennial Choice Mixed Colors..... | .50 | 3.75 |
| Thunbergia Choice Mixed Colors..... | 2.00 | 20.00 |
| Vinca Rosea Alba..... | 1.50 | 15.00 |
| Vinca Rosea Crimson..... | 1.50 | 15.00 |
| Vinca Rosea Rose..... | 1.50 | 15.00 |
| Vinca Rosea White with eye..... | 1.50 | 15.00 |
| Vinca Rosea Choice Mixed Colors..... | 1.30 | 13.00 |
| Vinca Rosea Dwarf Coquette (Pinkie)..... | 3.00 | 30.00 |
| Zinnia Dahlia Flowered Canary Bird..... | .85 | 7.00 |
| Zinnia Dahlia Flowered Crimson Monarch..... | .85 | 7.00 |
| Zinnia Dahlia Flowered Dream..... | .85 | 7.00 |
| Zinnia Dahlia Flowered Exquisite..... | .85 | 7.00 |
| Zinnia Dahlia Flowered Golden Dawn..... | .85 | 7.00 |
| Zinnia Dahlia Flowered Golden State..... | .85 | 7.00 |
| Zinnia Dahlia Flowered Illumination..... | .85 | 7.00 |
| Zinnia Dahlia Flowered Luminosa..... | .85 | 7.00 |
| Zinnia Dahlia Flowered Meteor..... | .85 | 7.00 |
| Zinnia Dahlia Flowered Oriole..... | .85 | 7.00 |
| Zinnia Dahlia Flowered Polar Bear..... | .85 | 7.00 |
| Zinnia Dahlia Flowered Purple Prince..... | .85 | 7.00 |

WALLER FLOWERSEED COMPANY

| Flower Seeds | Price per oz. | Price per lb. |
|-----------------|------------------|------------------|
|-----------------|------------------|------------------|

JOBBERS SUPPLEMENT-SPOT ONLY

| | | |
|---|--------|---------|
| Zinnia Dahlia Flowered Royal Purple..... | \$0.85 | \$ 7.00 |
| Zinnia Dahlia Flowered Scarlet Flame..... | .85 | 7.00 |
| Zinnia Dahlia Flowered Will Rogers..... | .85 | 7.00 |
| Zinnia California Giant Brightness..... | .85 | 7.00 |
| Zinnia California Giant Cherry Queen..... | .85 | 7.00 |
| Zinnia California Giant Crimson Queen..... | .85 | 7.00 |
| Zinnia California Giant Daffodil..... | .85 | 7.00 |
| Zinnia California Giant Enchantress..... | .85 | 7.00 |
| Zinnia California Giant Golden Queen..... | .85 | 7.00 |
| Zinnia California Giant Grenadier..... | .85 | 7.00 |
| Zinnia California Giant Lavender Queen..... | .85 | 7.00 |
| Zinnia California Giant Miss Willmott..... | .85 | 7.00 |
| Zinnia California Giant Orange King..... | .85 | 7.00 |
| Zinnia California Giant Purity..... | .85 | 7.00 |
| Zinnia California Giant Salmon Queen..... | .85 | 7.00 |
| Zinnia California Giant Scarlet Flame..... | .85 | 7.00 |
| Zinnia California Giant Violet Queen..... | .85 | 7.00 |
| Zinnia Lilliput Black Ruby..... | .85 | 7.00 |
| Zinnia Lilliput Canary Yellow..... | .85 | 7.00 |
| Zinnia Lilliput Crimson Gem..... | .85 | 7.00 |
| Zinnia Lilliput Flesh..... | .85 | 7.00 |
| Zinnia Lilliput Golden Orange..... | .85 | 7.00 |
| Zinnia Lilliput Lilac Gem..... | .85 | 7.00 |
| Zinnia Lilliput Purple..... | .85 | 7.00 |
| Zinnia Lilliput Rosebud..... | .85 | 7.00 |
| Zinnia Lilliput Salmon Rose..... | .85 | 7.00 |
| Zinnia Lilliput Scarlet..... | .85 | 7.00 |
| Zinnia Lilliput Valencia..... | .85 | 7.00 |
| Zinnia Lilliput White..... | .85 | 7.00 |
| Zinnia Cupid Choice Mixed Colors..... | 1.00 | 9.00 |
| Zinnia Elegans Pumila Double Choice Mixed Colors..... | .85 | 7.00 |
| Zinnia Double Gracillima Red Riding Hood..... | 1.00 | 8.00 |
| Zinnia Haageana Double Persian Carpet..... | 1.20 | 12.00 |
| Zinnia Scabious Flowered Choice Mixed Colors..... | 1.25 | 12.50 |
| Zinnia Striata Peppermint Stick Mixed Colors..... | .85 | 7.00 |
| Zinnia Super Crown O'Gold Pastel Tints..... | .80 | 6.50 |
| Zinnia Super Giants Mixed Colors..... | .75 | 6.00 |
| Zinnia Giant Cactus Flowered Blaze..... | 1.00 | 8.50 |
| Zinnia Giant Cactus Flowered Eskimo..... | 1.00 | 9.50 |
| Zinnia Giant Cactus Flowered Floradale Scarlet..... | .80 | 6.50 |
| Zinnia Giant Cactus Flowered Riverside Beauty..... | 1.00 | 9.50 |
| Zinnia Giant Cactus Flowered Sunny Boy..... | 1.00 | 8.50 |

Petunia F2 Multiflora Separate Colors

F2 Hybrids give vigor and profuseness of bloom approaching F1 Hybrid quality, superior to open pollinated types. We are pleased to introduce the following which have been component parts of our F2 Multiflora Bonanza Mixture:

| | Per Oz. | Per Lb. |
|-----------------------------------|---------|---------|
| Celestial Rose..... | \$4.00 | \$40.00 |
| Flaming Velvet, rich crimson..... | 4.00 | 40.00 |
| Gold Coast, yellow..... | 4.00 | 40.00 |
| Silver Blue Shades..... | 4.00 | 40.00 |
| Snowball, pure white..... | 4.00 | 40.00 |
| Violet Blue Shades..... | 4.00 | 40.00 |

New and Better Statice

| | | |
|---|-----|------|
| Apricot Pastel Tones, combinations of rose, cream, chamois in pleasing array..... | .60 | 5.00 |
| Iceberg, non-fading white..... | .60 | 5.00 |
| Midnight Blue, exceptionally vigor- ous dark blue..... | .60 | 5.00 |
| Roselight, vigorous, exceptionally true pure rose..... | .60 | 5.00 |
| Twilight Lavender, well formed lavender blue..... | .60 | 5.00 |

New and Better Column Stock

| | | |
|--|------|-------|
| Avalanche Supreme, improved white Avalanche..... | 3.00 | 30.00 |
| Orchid Goddess..... | 3.00 | 30.00 |
| Salmon Rose Goddess, brilliant color..... | 3.00 | 30.00 |
| White Shipper, pure white, no pink tinge, non-branching, vigorous and early, but with flat pack- ing qualities of Gardenia..... | 3.00 | 30.00 |
| Yellow Goddess, improvement over Pacific Yellow, deep yellow with yellow singles..... | 3.00 | 30.00 |

